

# SALES man- age- ment



THE MAGAZINE OF  
MODERN MARKETING

JUNE 15, 1934

TWENTY CENTS



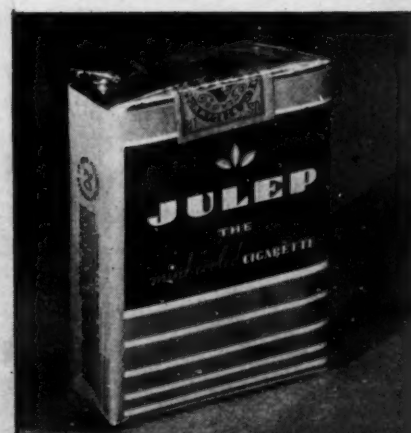
**MOTORS IN MURAL:** Ford's 600-foot long picturization of motor car manufacture draws crowds at Chicago's Century of Progress. Seven rungs up is Walter Teague, designer.



**SIMMONS ON THE AIR:** America's First Lady, Mrs. F. D. Roosevelt, will appear July 9 in the first of a series of broadcasts for The Simmons Company. Extent of the campaign has not been determined. See page 566.



**FOR KELLOGG:** This week amply uniformed messengers begin delivery of a million samples in the New York area. See story page 573.



**BLESSED EVENT:** Born in the cigarette industry but recently, "Julep," mint-cooled smoke, is finding buyers in six markets. Will its history equal Spuds?



Outdoor Advertising reaches the public when it is on the move...convenient to the point of sale



IN 1908 the California Fruit Grower's Exchange appropriated \$7,000 and began to advertise its Sunkist Oranges. In 1934 this advertiser has *this* to say (in January 15 issue of Sales Management), about Outdoor Advertising:

"We believe that in our poster advertising we link five strong factors in the accomplishment of our marketing program. We use pictures, little text. We reach every Sunkist prospect, since even those who know little English understand pictures and learn to know the trademark. Color, the basic appeal in Sunkist display, tempts the appetite and adds force through the dramatic size of posters."

Outdoor Advertising delivers circulation, according to actual traffic count, to guarantee thorough coverage of any market entered. It impresses that circulation by dramatic simplicity, dominating size, full color—and with a reiterative persistence that is inescapable.

By exerting this irresistible influence upon prospective buyers when they are out of doors, ready to buy, Outdoor Advertising bridges the gap between advertising read or heard indoors, and the point of purchase.

As a part of many a sound merchandising plan, Outdoor Advertising has proved its economy, demonstrated its power, built profitable sales. Actual examples of what Outdoor Advertising can do to promote the sale of your product at low cost will be supplied upon request. Investigate now while space is still available.

## OUTDOOR ADVERTISING INDUSTRY

OUTDOOR ADVERTISING INCORPORATED  
1 PARK AVE., NEW YORK • 165 WEST WACKER DRIVE, CHICAGO

ATLANTA • BOSTON • CLEVELAND • HOUSTON • LOS ANGELES • ST. LOUIS  
BALTIMORE • CINCINNATI • DETROIT • KANSAS CITY • PHILADELPHIA • SAN FRANCISCO

# BARING THE BIGGER

## bare skin **MARKET!**

**A**LWAYS present but inconspicuously placed to the rear of the paper is our pattern feature. A small sketch indicates a garment which the domestic dressmaker can concoct with a few yards of something or other. The pattern for the garment shown is available for ten cents. The News sells quite a few of these patterns—84,900 in the month of May just for instance.

It's hardly news any more that The News sells a lot of patterns. But the kind of patterns selling lately seems to us to be hot news! Because SIX MAY patterns for blouse, shorts and skirts drew a total of 20,077 orders!



● This pattern, published Sunday, May 13, ordered by 6,642 woman readers!

**A**LMOST ONE OUT of every four of our pattern orderers is going in for shorts. Now when you reflect that the women who baste their own are outnumbered about one hundred to one by their less ambitious or talented sisters who buy them ready made—we think this fact is VERY significant!

The sociologists probably could write several big books

about this new tendency, and ruminate about the social effect of the shorter week and leisure time and so forth. But the thought that struck us like a flung tomato at a Sunday school picnic, was: If shorts are coming in, can cosmetics, other sports clothes, deck chairs, tennis rackets, porch furniture, garden tools, canoes, motor boats, open roadsters and mosquito lotions—be far behind? In other words, the girl who is going for shorts is going for a lot of things she didn't need before. With so many women exposing the epidermis in a large way, new markets for a lot of things are being exposed, too!

If you sell anything that shorts-wearers ought to want, we can suggest no better market than this News audience. In fact, if you want to sell anything, we can suggest no better market! Majority coverage of New York City families, better presentation on the small News page, and the lowest newspaper milline in existence—plus the bare skin vogue—make this Summer a rare opportunity for selling things! May we suggest that it's not too early to start now?



# The News

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago + Kohl Bldg., San Francisco + 220 EAST 42nd ST., NEW YORK





### Try This on Your Linoleum

Some salesmen toot the loud trombone about the durability of their products until listeners are fairly deafened with high-sounding, but meaningless, phrases. Representatives of Paraffine Companies, Inc., of California, may have in the past boasted of the practically eternal wearing qualities of Pabco floor coverings while prospects listened in a "Sez you" frame of mind. That was long ago. Pabco men now offer something more substantial than confident repetition to back up their assertions.

At various places on city streets and country highways that company has placed its floor covering to be rolled over and scrunched by automobile and foot traffic. (See page 569.) Pebbles, sand, dirt and the miscellaneous flotsam of busy streets are ground into the enamel paint of the design cover. But the Pabco floor material takes it all smilingly and comes back for more. The tests last from twelve hours to thirteen months.

Loose-leaf photographs of these trials of strength are supplied for each salesman's kit to be used in presentations. And mighty good contract clinchers they have proved, too. How many manufacturers would care to risk their products in such an unusual and rigorous assaying?

### Soap Sculptors Celebrate

Some four thousand sculptors were in a lather last week competing for the bubble fame—and incidentally for \$2,525 in prizes—in Procter & Gamble's tenth annual soap carving contest. The ceremonies surrounding the awards and exhibition of the entries took place in the RCA Building, Rockefeller Center. A goodly crowd was there.

Contestants were divided into several classes, professional, advanced amateur, junior and senior. Prizes ranged from a "first" of \$500 for the professional group to \$10 for honorable mention in the other classifications. In addition, Lenox, Incorporated, Trenton, New Jersey, potters, selected a piece best suited for reproduction in pottery, and the Gorham Company, Providence, Rhode Island, chose the statue best suited for reproduction in bronze. Winners of these awards will receive a royalty on their work from the pottery and bronze manufacturers.

The Lenox accolade went to "Julia," shown herewith, the work of Morton Hollis, 1645 Grand Concourse, New York. Duncan Campbell, 359 Stuyvesant Avenue, Brooklyn, saw his "Bison" gallop away with the Gorham award. It is pictured on page 563.

Though New Yorkers got the two commercial honors, other prize-winners hail from Weaverville, California, Pittsburgh, Jacksonville, Texas, Seattle and points between. The sculptors' subjects cover a wide variety. "Spirit of Hollywood," "Monkey and Baby," "Circus Horse" and several versions of the Three Little Pigs and the Big Bad Wolf are found.

A Tenth Anniversary Committee, a Sponsorship Committee, a Canadian and a Foreign Committee, which included Big Names in society, business and art, helped to make this decennial celebration a



Prize Taker "Julia"

notable event. The jury of award consisted of such notables as Alexander Archipenko, George E. Ball, C. J. Barnhorn, Alon Bement, Gutzon Borglum, Harvey Wiley Corbet, Harriet W. Frishmuth, Charles Dana Gibson, Robert Laurent, Leo Lentelli, Dr. Gustave Straubenmuller and Lorado Taft.

None of the sculptors have to use Ivory soap, "white soap" merely being specified as the medium. It's a safe bet, however, that about 99 44/100% of the entries were carved from the soap that floats.

### Style Note from Michigan Boulevard

Red underwear, this time red "shorts," are returning to America as a part of the World's Fair influence, according to stylists who keep a watchful eye on "trends."

Clothing designers announce that within the month that new red which is the predominating color at A Century of Progress, and which they describe as a "super-Burgundy," sometimes as a blue-red, will be in all the better stores.

It's coming out in the season's coloring for suspenders and garters, neckties and shirts and, as above said, in masculine shorts. And, too, silk sox, silk robes and hatbands. State Street stores, the style scouts say, are going to feature the new red in late June window displays.

### A House That's Half and Half

Paint and varnish makers know there's nothing quite so eye-opening as a before and after illustration of an old house prettied up with a few gallons of surface saver. The Cook Paint & Varnish Company, of Kansas City, has given a new twist to the ancient b. & a. example. Taking an old house, the company painted half of it, leaving the other portion dingy, drab and sorrowful. (See picture on page 563.)

Rooms were split diagonally down the middle. On one side floors, ceilings wallpaper, lighting fixtures and woodwork proclaim the virtues of dressing up. Just beyond the dividing line, gloomy, faded colors, outmoded fixtures, ornate decorations provide the horrible contrast. Outside, too, lawn, shrubbery, roof and stucco walls talk in two voices. In living room, dining room, bedrooms, bath and kitchen of the eight-room house the 50-50 scheme is carried out. It suggests that the decorators went crazy, or went on strike, halfway through the job, but no one who sees the freak can fail to be impressed far more by the partial rejuvenation than by any complete metamorphosis.

And the Cook Company takes good care that a lot of people see the startling contrast. After the house was opened for inspection, station WHB, Kansas City, established a studio in the dining room and broadcast three programs daily. Newspaper ads on the radio pages supplemented the air publicity. More people came to gawp, giggle and then appreciate the effectiveness of the 50-50 repainting, than came to any comparable exhibition ever shown in K.C.

Cannily, the home selected for the stunt is not one of the mansions featured in society pages, but is a medium-price home such as Mr. and Mrs. John Doe are already living in. The company attendants carefully point out that the paint used on half of a stairway, for instance, while it improves the appearance of the wood, costs extremely little. Draperies, light fixtures, shrub planting and other improvements are all within a limited budget.

In honor of the Cook Company's ingenuity in concocting this advertising device, a toast should be drunk. Fill your glasses, gentlemen, fill them with half and half!

### Prosperity on a Wave of Song

Sing America back to prosperity! Songs have won wars and songs can revive business! Get

SALES MANAGEMENT, published semi-monthly, on the first and fifteenth, except in April and October, when it is published three times a month and dated the first, tenth and twentieth; copyrighted and published by Sales Management, Inc., 420 Lexington Ave., New York, N. Y. Subscription price \$4.00 a year in advance. Entered as second-class matter June 1, 1928, at the Post Office, N. Y., under the Act of March 3, 1879. June 15, 1934. Volume XXXIV. No. 13.



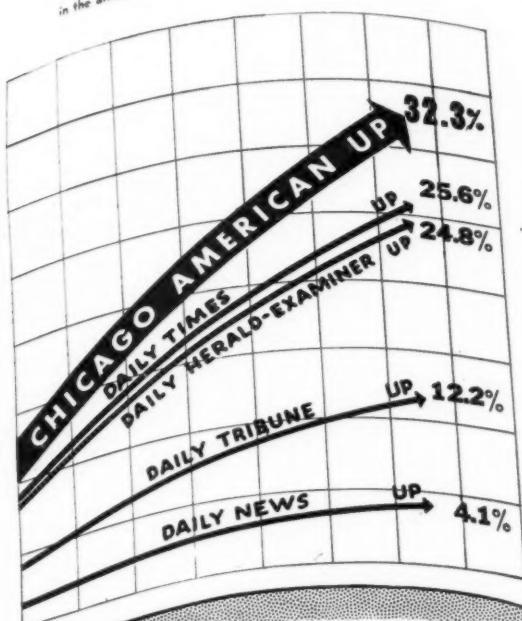
## MR. ADVERTISER

*You Can't tell the Players  
without a Score Card!*

### ADVERTISING GAINS

For First Five Months, 1934

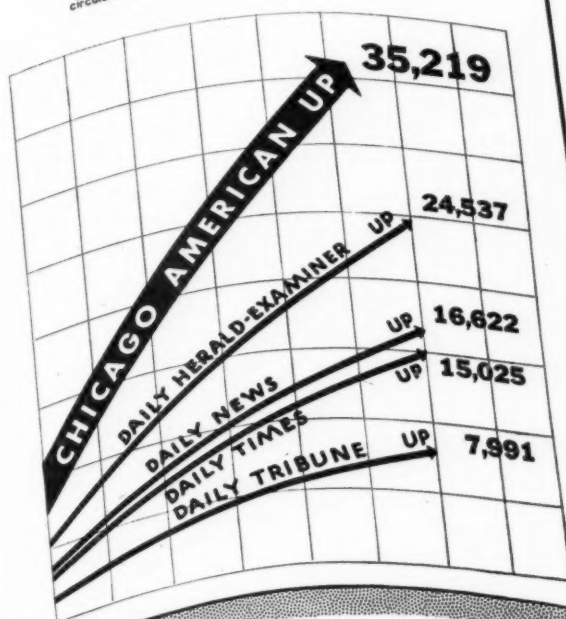
For the first five months of 1934 compared with the same period last year, the Chicago American with a gain of 869,130 lines in Total Paid Advertising led all other Chicago daily newspapers both in the amount and in the percentage of gain.



### CIRCULATION GAINS

Period Ending March 31, 1934

A.B.C. Publishers' Statements for the six months' period ending March 31, 1934, compared with the previous six months' period, show that the Chicago American made the greatest average daily circulation gain among all Chicago daily newspapers.



Old Man Habit is a kibitzer of the worst sort. He prompts otherwise reasonable men into picking hats, ball teams, or newspapers solely on the grounds that once they were the favorites. But, as everyone knows, last year's pennant winner may be this year's aspirant for the cellar. And so it is with newspapers.

Have you looked at the Chicago line-up recently? Times have changed. Today, the Chicago American is way out in front in

advertising gains—way out in front in circulation gains. And it is bringing in the business to business men for whom sales are sweeter than sentiments.

What happened during the depression years is ancient history. What is happening today is accurately charted on the score-card above. Unquestionably, any man, with eyes to see and the inclination to use them, can readily observe—in Chicago, the swing is to the American!

# CHICAGO AMERICAN

... gives 450,000 families Buying Ideas

NATIONAL REPRESENTATIVES: Rodney E. Boone Organization

# SALES management

Vol. XXXIV. No. 13

June 15, 1934

## CONTENTS

### General

- Significant Trends ..... 561

### Market Research

- Brewers, in 200,000-Call Survey, to Find What's  
Holding Back Beer ..... 592  
Macfadden Magazines Check Grocery Preferences ..... 603

### Markets

- Gas, Oil and Coal Cross Swords in Fight for  
Home Heat Market ..... 567  
*By E. W. Davidson*  
How Are Consumers Going to Spend Their In-  
creased Incomes? ..... 564  
*The thirteenth of a series of dealer and con-  
sumer investigations made exclusively for  
SALES MANAGEMENT by the Ross Federal  
Service, Inc., New York*

### News

- AAA Payments Reach Quarter Billion Mark.... 582  
ANA Traffic Studies May Develop New Sales  
Quota Yardstick ..... 574  
Camera Slants on the Marketing News ..... 563  
Industry Joins School Managers to Rebuild "Big-  
gest Business" ..... 588  
Sharply Increased Attendance Marks Reopening  
of Big Fair ..... 576  
Six Markets Taste and Like "Julep," New Mint-  
Cooled Cigarette ..... 568  
SM's Three-Minute Report on What Washing-  
ton Is Likely to Do ..... 596

### Product Design

- Designing to Sell ..... 583

### Sales Campaigns

- Give Your Salesmen a Change of Pace During  
the Hot Weather ..... 569  
Kellogg's Uniformed "Soldiers" Give Away a  
Million Samples ..... 578  
Railroads Sell Cool Comfort in Battle for Lost  
Traffic ..... 575  
Soft Drink Makers Tilt Ad Budgets to Offset  
Lure of Brass Rail ..... 582

### Salesmanship

- Skip Stop Salesmen and Neglected Prospects.... 572

### Sales Policy

- Onyx Appoints Wholesalers in New Selective  
Selling Plan ..... 590  
Potomac Guarantees Satisfaction in "Bonded  
Brand" Liquor Plan ..... 604

(Photo of Mrs. Roosevelt on cover by Wide World; Ford mural,  
by Kaufmann-Fabry)

EDITORIAL STAFF: RAYMOND BILL, Editor and Publisher;  
PHILIP SALISBURY, Executive Editor; A. R. HAHN, Managing Ed-  
itor; E. W. DAVIDSON, News Editor; M. E. SHUMAKER, Desk Editor.  
ASSOCIATE EDITORS: JAMES R. DANIELS, LAWRENCE M.  
HUGHES, LESTER B. COLBY, D. G. BAIRD, MAXWELL DROKE, RAY  
B. PRESCOTT, L. R. BOULWARE, FRANK WAGGONER.

Published by Sales Management, Inc., RAYMOND BILL, President;  
PHILIP SALISBURY, C. E. LOVEJOY, JR., M. V. REED, R. E.  
SMALLWOOD, Vice-Presidents; T. J. KELLY, Secretary; F. G.  
FRANCIS, Treasurer. Publication office: 420 Lexington Avenue,  
New York. Telephone Mohawk 4-1760. Chicago, 333 North  
Michigan Avenue. Telephone State 1266. Santa Barbara, Cali-  
fornia, 29 East de la Guerra. Subscription price, \$4.00 a year.  
Canada, \$6.50. Member Audit Bureau of Circulations, Associated  
Business Papers, Periodical Publishers Institute.

everybody to singing songs of courage and the nation's troubles are over. That's the theory of the Rodeheaver Company, Chicago and Philadelphia, song book compilers and publishers.

Homer Rodeheaver and his brother, Y.P., have sold 25,000,000 song books in the last twenty-four years. Homer was choir leader for Billy Sunday for years and Y.P. played in a military band 'way back in the Spanish war.

"We are all looking for material recovery," a typical Rodeheaver advertisement says. "A history of material recoveries shows that they have all been accompanied by spiritual revivals. A history of spiritual revivals shows that they have, in turn, always been accompanied by new gospel songs and enthusiastic singing.

"So, in order to have material recovery, we must start the nation to singing again. Let us sing into the hearts of our people Courage to go forward." The new book is called—

"Triumphant Service Songs."

What sort of songs are in it? Well, there's "The Old Rugged Cross," which the Rodeheaver brothers say has helped pull us out of other depressions, and some new ones, "The Sun Will Shine Again," "He Lives," "Go Forward," "The Victory is Nigh," and "All That I Need."

One of the sales plans offered is for business men to buy advertising in the song books, get the books in quantity, and give them away. Used to be cemetery associations and such gave song books to churches. Perhaps now, banks and insurance companies, or the grocers.

## An Emperor's Decree Is Fulfilled

"We, Norton I, Emperor of the United States and Protector of Mexico, do order and direct . . . that a suspension bridge be constructed from the improvements lately ordered by our royal decree at Oakland Point to Yerba Buena, from thence to the mountain range of Sausalito. . . . Wherefore fail not under pain of death."

You won't find Josuah A. Norton, the First, and only, in any of the peerages. He was a unique figure in California in the heyday of the Argonauts, a period when picturesque rapsallions and mighty men abounded. A 49-er, he came to San Francisco from South Africa, and, as did so many others, quickly acquired a considerable fortune. Losing it in an unlucky speculation, he lost with it his mental balance. He dropped from sight, reappearing several years later to assume the title, "Emperor of the United States, Protector of Mexico and Sole Owner of the Guano Islands."

San Franciscans encouraged Norton's fancied importance, tilted many a poke on the bar to buy him uniforms and medals. Every saloon honored his paper money. He was introduced to all visiting notables with due pride. When Dom Pedro, Emperor of Brazil, inspected the gold-boom town, "Emperor Norton" received him with fitting pomp. Norton published various proclamations, which the newspapers gravely carried, but they were all ignored. His order for bridges across the Golden Gate, "Given under our hand this 18th day of August, 1869, and in the 17th year of our reign," was the first published concept of the great spans under construction today.

Serene in his imperial dignity, Norton commanded Jefferson Davis and Abraham Lincoln to meet him at Sonoma to arbitrate a bloodless settlement of the Civil War. Not being Californians, they did not comply. However, "His Majesty" was undisturbed. Was he not treated with entire respect by every one of his "subjects," welcomed at every dance hall and gambling hell along the Barbary Coast? San Franciscans fondly declare that "Emperor" Norton could have flourished only in the gusty days when the town was full of swaggering gold-seekers who themselves, often, had peculiarities and who were quite unmindful of the idiosyncrasies of others.

Now the Associated Oil Company has reprinted Norton's proclamation in an advertisement setting forth the part of lubricating oils in the bridges' construction. A harmless lunatic first conceived the gigantic engineering feats that are now under way. Tolerant San Francisco humored him in his wild notions. The whiskered Argonauts, but not the "Emperor" himself, sleeping peacefully in his royal tomb, would be flabbergasted at the intricate engineering necessary to carry out his imperial mandate.

SALES MANAGEMENT



Household laundering equipment is being installed in American homes at a rate unequalled in the history of the industry—with ironers up 168% over last year's sales, and washers up 104%. Sales of ironers languished so long as manufacturers employed pretty girl or husky men demonstrators. They picked up as soon as salesmen began inviting women to sit down and try the machine themselves.



# Significant Trends

*As seen by the editors of Sales Management for the fortnight ending June 15, 1934:*

## The President and Profits

The President's surprise message to Congress gave comfort to both liberals and conservatives. The former were pleased to learn that the social legislation will be continued, and that the government will continue the attempt to spread "a more abundant life" among the people. The conservatives were reassured by such statements as, "Private investment and private initiative will relieve the government in the immediate future of much of the burden it has assumed. . . . We have not opposed the incentive of reasonable and legitimate private profit. We have sought rather to enable certain aspects of business to regain the confidence of the people."

• • • John Maynard Keynes, the distinguished British economist, has been visiting us, and has expressed his belief that the government should augment its credit inflationary expenditures quickly, and set a rate of 400 millions a month as a good recovery basis.

• • • Our Washington editor reports that General Johnson has fought price-fixing provisions in codes, and had but little reluctance in abandoning price-fixing. Indications are that NRA will gradually shrink into a small compact unit designed to provide *lubrication*, not the power and brakes, for the wheels of industry.

• • • The Administration's statisticians and economists are agreed that the big kink in the recovery program is in the heavy industries and building trades. They employ more working men than any other four industries combined. This is why the Administration was determined to obtain the machinery with which to carry out the program of direct loans to industry and the Housing Bill.

• • • A summary entitled, "World Economic Review," made public last week by the U. S. Department of Commerce, states frankly that the unemployment problem "gives evidence of becoming chronic." It seems to be generally agreed that it will be impossible to profitably employ all of the unemployed, and as these men will not be allowed to starve, business men may have to resign themselves to the imposition of a tax burden for continued unemployment relief or devise new solutions.

## The Condition of Business

Estimates of the more than seasonal fall between the May peak and the expected August low range between 7% and 15%. The Irving Fisher Business Conditions Index does not as yet show a drop. For the week ending June 2, it stood at 71.2% of normal—which was 1.6% higher than the preceding week but slightly less than the normal seasonal gain. Lagging bank deposit circulation is the most disturbing of the business indices. Bank debits for the week ending June 2 were 6% below the total for the corresponding week of last year; for June 9, they were 6% above. This lack of progress reflects the lack of confidence on the part of business men. A long Congressional vacation may make them feel better.

• • • Department store sales for May were 12% better in dollars than May of last year, but whatever encouragement this gives should be tempered by the fact that the gain was 22% for the first four months of the year, and that retail prices on the whole are more than 25% higher than they were last year at this time. In other words, fewer articles of merchandise are being sold.

• • • The favorable factors include the President's concern about doing things to help the expanding of natural business; the adjournment of Congress, the resumption of a flow of gold and capital from abroad, because of uncertainties there; Wall Street's recovery from the absurd pessimism which prevailed while the Stock Exchange bill was under discussion (security dealers are executing a neat about-face, and are now extolling the merits of a bill which only a few weeks ago they said would be absolutely ruinous); the removal of the threat of agricultural overproduction; and the intangible factor of individual loosening of spending which has, for example, doubled the attendance at the Chicago Exposition compared to last year.

• • • Among the unfavorable factors are the numerous small strikes and the threat of major labor troubles; the possibility of bad effects of the drought; the growth of unhealthy inventories in many basic manufactured products; the decline in automobile and electric power production and in textile distribution.

• • • For those who like facts in statistical form, here are current figures:

**Steel Production**—nearly 60% of capacity, but only because consumers fear labor troubles; the rate may drop to 30 or 40% next month.

**Lumber Shipments**—lowest since February, but due in part to the longshoremen's strike which has tied up operations on the Pacific Coast.

**Automobile Output**—N. A. C. C. figures show production of 336,657 units in May as against 378,983 in April. For the year to date, production is 88% greater than last year. June is estimated at 260,000. The year's output has now passed the total for the entire year of 1932.

**Freight Car Loadings**—Running currently about 80,000 cars above the same week last year. For the year to May 26 the total is 12.3 million cars as against 10.4 last year.

**Heavy Construction**—PWA activities have stimulated awards and the first June week set a new high record for the year. Private construction currently is only about 5% of the grand total.

**Electrical Output**—7.8% higher than last year, as against an average of 12% for the year to date.

**Commodity Prices**—For the week ending June 9, the Irving Fisher Wholesale Index reached a new high for the year—75.9% of the 1926 normal.

**Agricultural Prices**—First figures are for the close of last week; the second figure for the similar week last year: Wheat, \$1.13—\$.87 Corn, \$.70—\$.58; Cotton, \$12¼—\$.09 1/3.

## Retail Sales

The rebellion of consumers at higher prices is shown strikingly in the General Motors car sales for May, which dropped 10% from April, and were only 12% higher than last May. Henry Ford, who did not raise prices, has been getting an increasingly larger percentage of the total business. Both General Motors and Chrysler announced price reductions early in the month.

• • • The department store index of dollar sales in May was 75% as compared with 77 in April and in March. Against an average increase of 12% in dollar sales over last year, the Federal Reserve districts of Cleveland, St. Louis, Dallas, Richmond, Atlanta and Kansas City, with gains of 19 to 24%, made the best showings. San Francisco, Boston and New York made the smallest gains.

• • • Detailed figures of department store sales in April showed that in the following Federal Reserve districts stocks on hand increased over last year at a greater rate than retail sales: Richmond, New York, Chicago, Atlanta, Philadelphia, Cleveland, San Francisco and St. Louis.

• • • The twenty-four leading chain store companies, including the two large mail-order companies, had a dollar sales increase in May of 17.9%—the increase for the first five months was 20.8%. Mail-order, shoe and apparel chains made the largest increases, grocery chains the smallest.

• • • Hotel business in May was 29% better than last year—the increase being 15% in room sales and 49% in restaurant business. Repeal and better general business have combined to boost New York's restaurant sales 72% over last year; Chicago, 62%; Detroit, 76%; Cleveland, 56%, and so on.

• • • Although automobile sales seem to be tapering off, they are still a bright spot. Reo's business in May was well over three times that of last year. . . . Hudson's business last week was exceeded only by three other weeks in the past three years. . . . Plymouth's business to date is more than one and three-fourths times the shipments during the same 1933 period. . . . All companies making trucks report higher percentage gains than are shown by passenger cars. . . . Sales of the DeSoto Airflow model were helped along by the sale of 11 to the Beechnut Packing Company for sales use, and 60 to the Hill Taxicab Company of Columbus Ohio.

• • • Brookmire estimates that the United States consumer income during the next six months will be 23% greater than last year. The fifteen states showing the highest percentage of increase are in order: North Carolina, Georgia, Michigan, Nebraska, Mississippi, Oklahoma, Iowa, Kansas, Virginia, Indiana, Ohio, Texas, Illinois, Wisconsin, Colorado.

## One Hundred Million Guinea Pigs

Million Guinea Pigs," and the publicity achieved by the Consumers' Research Association, are now reflected in some retail stores. A SALES MANAGEMENT editor dropped in a New York Walgreen store to make a purchase and the salesgirl recommended a "special." When asked as to why the store was pushing this item, the girl replied, "Oh, it's recommended by Consumers' Research."

• • • Jesse H. Jones announced that RFC will end the current fiscal year with loan disbursements 1.5 billions less than the original estimate of 4.0 billions. Improved business conditions are accountable.

• • • The temporary insurance fund has begun its sixth month of operation without having experienced a failure. Nearly 14,000 banks in every section of the country are enjoying the benefits of deposit insurance. The insured accounts total nearly 56,000,000 and the insured deposits exceed \$15,700,000,000.

• • • The Home Owners Loan Corporation up to the end of May had refinanced past due mortgages on almost a quarter of a million homes, and is now loaning money at the rate of approximately \$8,000,000 a day.

• • • The most recent statistics on the net operating income of railroads shows a gain of 64% in net, and 17.6% in gross income over last year. Car loading figures are running consistently over the 600,000 mark.

• • • At least 10 companies are now paying higher regular cash dividends than in 1929. These include Brown Shoe, Chesapeake & Ohio, Coca-Cola, Continental Can, Hazel-Atlas Glass, Hershey Chocolate, Int. Business Machines, P. Lorillard, Penik & Ford and U. S. Tobacco.

• • • The Drug Institute, representing 27,000 individual retail druggists, claims that the first sixty days' experiment of the prohibition of sale of drugs and cosmetics below the manufacturers' list prices a dozen has worked out satisfactorily both to the druggist and the consumer. The spokesman for R. H. Macy & Company disputes the statement and claims that the code has materially raised prices to the consumer without increasing profits to the druggist.

Reprints of Significant Trends are available at five cents each, remittance with order.

The astounding success of the book, "One Hundred



**Frigidaire Goes Exotic:** Temple bells are calling in the ancient Sule Pagoda in Burma, and right in the shadow of the sacred edifice is an outdoor poster for Frigidaire. Maine clipper ships formerly carried ice to India and Burma, but Sahibs of 1934 order their number one house boy to "Turn on the current, I want some ice cubes."



## Camera Slants on the Marketing News



**SO Salesmen Take the Air:** Standard Oil representatives pioneered the sale of gasoline—in a horse and buggy. Just yesterday they visited customers in the aviation industry—in an automobile. Not today. They now fly as many as 10,000 miles a month in these Stearman biplanes, zooming down to airports and talking to prospects in their own language. Here they are pictured circling over the SO Building in San Francisco.

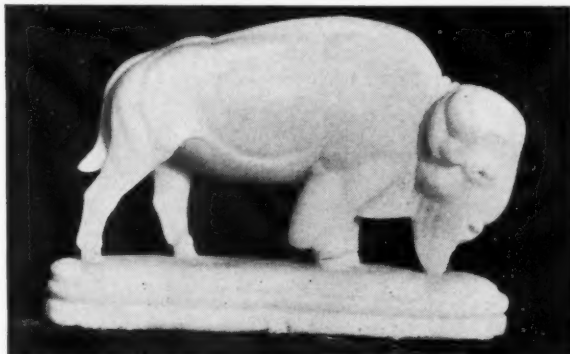


**50-50 House:** Exactly half of this Kansas City home, inside and out, is freshly painted and decorated. The other half was left "as is" by the Cook Paint & Varnish Company in order to show what a whale of a difference a little paint will make. The contrast is pretty shocking to the thousands of visitors who troop through it, but it tells the story better than dictionaries of words. See page 554 for details.

**From Oil Burners to Air Conditioning:** E. V. Walsh (right) moves from v.-p. of Timken Silent Automatic to sales manager of the air conditioning division of Campbell Metal Window Corporation, an affiliate of American Radiator & Standard Sanitary. He was with Timken for eight years, and before that served International Time Recorder Company. New York is his home town, but he has been a Detroit for eleven years.



**Unsinkable Buffalo:** Fording rivers would be no trick to this monarch of the prairies, for he's carved from Ivory Soap. The statue, the work of Duncan Campbell, Brooklyn, won the Gorham Company's award in the tenth Procter & Gamble soap carving contest. Cast in bronze by Gorham, he'll soon prop up books and hold down papers on desks. See story on page 554.



Nearly half of the Michiganites who said they are planning major purchases during the next six months, will buy a car. The auto salesman who complains of a dearth of prospects in this territory hasn't a leg to stand on.



### Office Equipment Survey in July 1 Issue

In such organizations as J. P. Morgan & Company, Ward Baking Company, Standard Oil, International Cement, Bethlehem Steel, Commonwealth Edison, Hays McFarland, Macfadden Publications, American Type Founders, Columbia Broadcasting and White Star Refining, the Ross Federal Service men interviewed executives and learned, (1) the names of preferred brands of ten different types of office equipment; (2) what products these firms intend to purchase during the next three months; (3) whether or not they now have a surplus of any of the ten types of office equipment. New York, Chicago and Detroit were the cities covered.

Products to be covered in the survey include: Steel desks, steel filing cabinets, safes, typewriters, duplicating machines, adding machines, accounting machines, dictating machines, visible card records and steel lockers.

The findings will be a feature of the July 1 number.

The thirteenth of a series  
of dealer and consumer  
market investigations  
made exclusively for  
Sales Management  
by Ross Federal  
Service, Inc.,  
New York

*Drawings by Emidio Angelo*

[564]

## How Are Consumers Going to Spend Their Increased Incomes?

**W**E all know that vast changes have come over the economic world since last May—more employment, higher wages, shorter hours, higher profits to industry, higher taxes. What has been the effect on Mr. Average Man's pocketbook?

Last month we sent Ross Federal investigators into Michigan cities to find out. They covered the automotive centers, the wood-working sections, the college towns and the small cities largely dependent on farming operations.\* We wanted to know, not so much whether consumers' incomes were greater, but *whether they had more money to spend*. Many, we found, were still paying off loans and taxes and interest, and their purchasing power was no greater. But Mr. Average Man *was* better off.

We have a picture of one thousand Michigan householders ranging from lowly porters to heads of motor manufacturing companies.

Five out of ten have more money to spend now than a year ago. Three have the same. Two have less.

Of those who have more to spend, eight out of ten say their gain is between 10 and 30%.

Slightly less than half of the Michigananders plan to make one or more major purchases within the next six months *and of those who fall within this group nearly half are planning to buy an automobile!* Furniture, clothing, electric refrigerators and house

\*Among the cities covered were Detroit, Grand Rapids, Flint, Lansing, Saginaw, Ann Arbor, Niles, Hillsdale, Alpina, Alma, Boonson, Bay City, Cheboygan, Gaylord, Benton Harbor, Battle Creek, Jackson, Holland, Athens and South Haven.

modernization are wants which follow in the order named.

Seventy-five per cent of Michigan families are not now paying for any products on a deferred payment plan. Most of the old debts of that type are paid off. Mr. Average Man is again a good prospect. Many of his kind have wants which no manufacturer is supplying at the present time. These wants are explained in detail on following pages.

Interesting and significant differences show up between the various groups, with unskilled laborers apparently enjoying the biggest comeback, and government employes the least. For tabulation purposes Michigan families were divided into nine groups:

1. Executive and professional; 2. Merchants; 3. Sub-executives; 4. Salesmen and clerks (not office); 5. Skilled labor; 6. Unskilled labor; 7. Office workers; 8. Government employes—Federal, State, County and municipal; 9. Miscellaneous—housewives, farmers, retired, etc.

Group 1 is made up of manufacturers, doctors, lawyers, dentists, civil engineers, publishers, bankers, editors, ministers—all the higher levels of income and, presumably, of intelligence.

This classification gave expression to the largest number of wants, and in proportion to its numbers will, of course, be the largest purchasers of automobiles and other high-priced articles.

The merchants (No. 2) ranged from grocery, dry goods and drug shop owners to jewelers, florists, restaurateurs, cafe and beer garden proprietors and a greenhouse owner.

SALES MANAGEMENT



# How Much More Money Can Consumers Spend ?

## May 1934 vs. 1933

	Executive and Professional %	Merchants	Sub-Executives	Salesmen and Clerks	Skilled Labor	Unskilled Labor	Office Workers	Government Employees	Miscellaneous	TOTAL
More money to spend than last year.....	52.6	49.3	46.4	51.8	47.1	58.8	38.2	17.0	41.9	46.7
Less money to spend than last year.....	18.6	14.0	19.6	20.0	22.5	11.8	19.1	44.6	21.0	20.2
The same amount as last year.....	28.6	36.7	33.9	28.1	30.2	29.4	42.6	38.2	37.1	33.1
INCREASES										
Did not specify.....	2.5	0	0	0	1.4	0	0	4.7	0	0.6
Less than 10%.....	1.2	1.3	5.7	1.2	4.2	5.1	3.8	4.7	0	2.9
10% more.....	31.5	45.9	26.9	37.3	35.8	35.1	50.0	38.0	47.0	37.8
20% more.....	36.7	29.7	26.9	25.3	20.8	19.9	30.7	19.2	23.5	27.3
30% more.....	17.5	16.2	13.5	12.0	20.9	20.1	7.7	23.8	11.7	15.03
40% more.....	1.2	2.7	7.6	8.4	2.6	15.0	0	0	5.8	4.5
50% more.....	2.5	0	7.8	12.1	0	0	3.7	4.5	11.7	4.3
More than 50%.....	6.3	4.05	11.5	3.8	4.4	4.9	3.9	4.9	0	7.2
DECREASES										
Did not specify.....	10.7	4.7	0	0	0	0	0	0	0	2.8
Less than 10%.....	3.5	0	0	3.1	9.3	0	7.6	12.5	3.3	3.6
10% less.....	28.5	42.8	54.5	16.7	43.7	25.0	46.1	37.5	50.0	37.8
20% less.....	35.7	9.5	27.3	27.9	18.7	25.0	23.1	25.0	20.0	23.6
30% less.....	14.2	33.3	4.5	31.3	21.8	25.0	7.4	0	10.0	20.0
40% less.....	0	0	0	6.2	0	0	7.8	0	3.3	2.1
50% less.....	3.5	4.7	13.8	12.5	3.1	0	0	12.5	3.3	6.8
More than 50%.....	3.5	4.7	0	0	3.1	25.0	7.6	12.5	10.0	3.1

Owners of beauty shops, garages and filling stations, barber shops, tobacconists and coal dealers are included. Group 3 are the non-commissioned officers of business, the foremen, branch managers, assistant managers and "straw bosses." Represented in classification 4 are salesmen for steel, lumber, glass, cigar, shoe, carpet and other businesses. Clerks in stores and filling station attendants are classed here also. Skilled laborers of Group 5 include tool and die makers, plumbers, steam-

fitters, barbers, carpenters, masons, movie projectionists, electricians, a crane operator, and so on—the "aristocrats of labor." Their lot has improved vastly. Group 6 contains janitors, porters, switchmen, mill workers, truck drivers—the masses who work with their hands. More than 88% of them had as much or more to spend this May than last. White collar office workers are in Group 7—stenographers, bookkeepers, clerks. One of the latter, a bank employe, in answering "What major

purchases do you intend making in the next six months?" replied, "A marriage license." Obviously, he will soon get a thorough lesson in the truth of the proverb: "It's not the initial cost, it's the upkeep." Group 8, public servants, includes policemen, firemen, mayors, aldermen, teachers, and the innumerable clerks who turn the wheels of government. Only 17% of them are better off than last year. Housewives, farmers, a sea captain, retired men, and all those who gave no specific occupation, merely stating

Emidio Angelo, SALES MANAGEMENT's cartoonist, had a barrel of fun contemplating the list of products not now available, which consumers said they'd like to have. Here's the house-cleaning robot (left below) earnestly desired by one man who's probably had to spend his Sunday mornings beating rugs and washing windows. To the right is pictured another wished-for device: an electric bath brush.



### And Thank You, Mr. Randall!

I. S. Randall, general sales manager of the Frosted Food Sales Corporation, and president of the Sales Executives' Club of New York, writes us: "Your series on the Ross Federal surveys are worth the price of ten years' subscription to any executive. Thanks—and keep up the good work."



a firm name, are listed in Miscellaneous Group 9.

The table on the fronting page tells a complete story of the consumers' economic condition—not only how many are better off, but how much.

## Major Purchases

*What major purchases do you intend to make during the next six months?*

"None" was the answer given by 56.8%. Among the 43.2% who named a product or products, the most popular choices were:

Automobile .....	46.7%
Furniture and rugs .....	26.0
Clothing .....	15.7
Electric refrigerator .....	10.0
Remodeling, painting, etc...	6.8
Radio .....	3.4
Washing machine .....	2.8

Pianos, automobile trailers, houses, electric stoves, trucks, oil burners, water systems, ironing machines—were some of the other major purchases listed.

## Deferred Payments

*Are you now buying any products on a deferred payment plan? If yes, what products?*

The answer was "no" among 75.2% of all the Michigan citizens, but there were interesting variations between the groups:

Executive professional ....	73.3%
Merchants .....	79.3
Sub-Executives .....	69.0
Salesmen and clerks .....	76.3
Skilled labor .....	80.3
Unskilled labor .....	85.3
Office workers .....	77.9
Government employes .....	66.0
Miscellaneous .....	87.6

It looks as though the white-collar classes have mortgaged more of their future than have other groups!

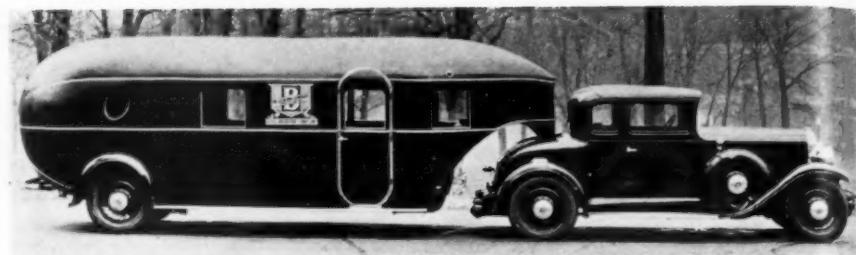
Of those now paying off on deferred payment plans, the major purchases were distributed as follows:

Automobile .....	52.6%
Furniture and rugs .....	20.8
Electric refrigerator .....	9.4
Washing machine .....	7.1
Real Estate and home ....	3.7
Stoves .....	3.3
Radio .....	3.3
Sweepers and cleaners ....	2.8

## New Deferred-Payment Products

*What product (or products) not now sold on a deferred-payment plan would you buy if you could purchase it on reasonable monthly payments?*

(Continued on page 594)



**Aerocar:** The J. E. Burke Company, Fond du Lac, Wisconsin, playground equipment and steel furniture manufacturer, is using this Curtis Aerocar to make house-to-house demonstrations. Invention of the late Glenn Curtis, the cars are light and have many of the structural features of planes. A whole fleet of them cover great stretches of territory in the Middle West, New Jersey, New York and New England for the Burke company. Henry L. Doherty heads the firm that makes them in a number of models.

## Advertising Product's Versatility Widens Cranberry Selling Season

What was once sauce largely for the Thanksgiving turkey and the Christmas goose is now the base of a toothsome spring salad or a cooling cocktail for hot summer evenings. Cranberries are rapidly eliminating the tradition that their selling season is limited to the weeks when the fresh berries are in the market. Merchandising and advertising are making the canned sauce and juice year-around foods.

From January 1 to May 1 of this year, sales of Ocean Spray products, packed by Cranberry Canners, Inc., South Hanson, Massachusetts, registered a 182% increase over sales during the same period of last year. An aggressive spring campaign in which advertising combined with a policy of guaranteed larger profits for the retailer did the job.

New in the company's plans for the immediate future is the construction and operation of one hundred roadside eating stands in the East. One such stand on Cape Cod, featuring cranberry dishes, served 250,000 people during 1933; of these, 10,000 inquired where the foods could be purchased in their own neighborhoods. All were sent letters listing retail sources of supply; other letters, using the names of inquirers, were sent to brokers and jobbers to complete the distribution tie-up.

This business, entirely aside from its advertising value, according to Marcus L. Urann, president and general manager, has netted a profit each year and in two years paid for the entire investment.

The cranberry cocktail is marketed through regular grocery channels in New England, New York, New Jersey, Pennsylvania, Metropolitan Chicago, Florida and the Pacific Coast. This product was introduced in a

package containing six Safedge cocktail glasses, five filled with the cocktail. The premium appeal has been an important factor in inducing housewives to try the new food, Mr. Urann reports.

To stimulate spring and summer sales further, Cranberry Canners, Inc., is issuing 750,000 recipe folders to retailers in New England, New York, Eastern Pennsylvania and the Pacific Coast. Illustrating the uses of cranberry sauce and cocktail in the preparation of appetizing foods, their purpose is to educate the housewife to the varied uses of these products.

The firm's advertising budget is \$150,000 a year, of which 50% is spent for circularization, 10% for radio, 10% for outdoor, 20% for newspapers, and 10% for store demonstration and miscellaneous.

## Mrs. Roosevelt Talks July 9 on Simmons Radio Program

The First Lady of the Land goes on the air for a single radio program July 9 that is expected to develop into a weekly series resuming next Fall. The Simmons Company, makers of beds and furniture, are sponsors. Mrs. Roosevelt, in two spots on a half-hour musical program from Chicago over the NBC blue network, will talk on any subject that seems to her to be timely and interesting to American women. Her remarks will be completely dissociated from the commercial. The remuneration goes direct from Simmons to some designated charity. Radio is used by Mrs. Roosevelt as the most lucrative contribution she can make for various charities in which she is interested. Fletcher & Ellis is handling the program.



# Gas, Oil and Coal Cross Swords in Fight for Home Heat Market

**A**BATTLE of the fuels rages through the land. Nearly 14,000,000 American homes are furnace-heated. While the coal shovel dustily dominates more than 12,000,000 of these, mechanically fired heaters are rapidly cutting into the total.

Oil burners numbered more than 800,000 at the beginning of 1934 and may attain their first million next winter. Gas furnaces—irritating newcomers, totaled about 225,000 last January and are swiftly multiplying in the areas of active merchandising utility companies throughout the East and Midwest. Machine-fed coal burners for homes number somewhere between 35,000 and 50,000. All three classes of heaters are starting a selling season with good prospects.

But they all figure in the battle of the fuels. It centers in cities where gas, having driven coal and wood out of the kitchen, is now going down into the cellar, tempting householders with fairly low rates and exceedingly easy terms of sale.

While gas furnaces have been sold in various quarters for several years, no real marketing war started until the People's Gaslight and Coke Company, of Chicago, more than a year ago, hurled itself into a whirlwind house-heating campaign. It won 10,000 homes during 1933, aims at 20,000 more this year and hopes eventually to serve 60,000 (SM, May 15, p. 487).

## "Unfair!" Cries Oil to Gas

Boston, Baltimore, Washington, Omaha, Minneapolis, Memphis, St. Louis, Syracuse and several other cities also are awake to their opportunity.

But the oil burner industry protests gas methods. Gas indulges in unfair competition when it installs a burner without an initial payment, and lets the sales contract run from three to ten years, or puts one in on a rental basis for a year's trial, competition says. A protest last year to the Illinois Public Utilities Commission proved futile. The Commission found the matter beyond its jurisdiction.

This year the oil burner code forbids gas practices in the selling of oil burners. But there is not yet a natural gas industry code to hamper the utilities.

So the oil burner industry, seeing no succor from Washington, is taking the case direct to gas companies, one by one.

In mid-June the American Oil Burner Association helped the burner dealers of Boston make an agreement with the Boston Consolidated Gas Company. Under the agreement gas burners and oil burners are to be sold under identical terms henceforth: At least 10% down, 24 months to pay, a finance charge of at least  $\frac{1}{2}$  of 1%

BY

E. W. DAVIDSON

and no renting. Other gas companies looked on with interest. Chicago, however, has made no change.

The agreement may embarrass oil burner giants such as General Electric, which sells nationally on 30-month terms and does not fix the amount of the down payment. Some of its Boston district dealers may not belong to the local association, and there are other complications. But the new deal may smooth out a good many bumps in the inter-industry market war and relieve the gas company of a ruthless-competitor charge.

Oil companies, seeing fuel gallonage rising from a mere 600,000 barrels in 1921 to 40,000,000 barrels worth \$125,000,000 last year, have been taking keener interest in the burner business, although only Standard controls burner manufacturing companies—Gilbert & Barker and Petro. Stalwarts of the burner business such as Timken, General Electric, Williams Oilomatic and May are not in it primarily to build up fuel oil demand.

The oil industry sees a rising fuel market, but it also sees possibilities for fuel oil shortage—what with reduced American output and restrictions against the import of oils whose gasoline yield is low. So there is a certain hesitancy in adding impetus to the rising tide of oil burners.

The gas industry, on the other hand, while admitting handicaps of price and of fitness of existing furnaces,

still sees a great load-building opportunity, and is pushing into the home heat field strongly with both manufactured and natural gas. It converted more than 18,000 homes in the year ended last July—a national increase of 9.5% in gas home heating—and has done infinitely better since. But the total had risen to but 225,000 homes up to last January, with nearly 10,000,000 domestic customers on the lines. So the gas prospect is large if handicaps do not prove insuperable.

Manufacturers of anthracite burners, while sympathetic with the oil-burner case against gas, are by no means so vocal against the utility tendency to give away burners in order to build gas load. Orange growers increased their market by giving away juices. Carbide consumption was raised by filling the country with acetylene torches. Why shouldn't gas companies make terms easy?

## Anthracite Considers Stokers

It is freely pointed out, by coal burner makers, that the coal industry could do no better for itself than to back the burner industry. Anthracite has slumped from the 90,000,000 tons it sold during its heyday to 43,000,000 tons last year. Yet no anthracite operating company owns Electric Furnaceman, Motor Stoker, or any other important anthracite burner.

"Our business is to sell the profitable large sizes of anthracite. You sell the stokers," has been the attitude of big mining companies. But oil and gas are cutting down the business in "profitable large sizes." Perhaps the future of anthracite lies in making the small, stoker-fed sizes profitable. That and other merchandising problems are coming up for attention in the Anthracite Institute, which has just taken a new pilot aboard in the person of Louis C. Madeira, III.

Even as far back as 1931 the stronghold of anthracite—New England, New York, the north Atlantic seaboard and sections skirting the Great Lakes—had lost 20,000 of its potential market of 3,500,000 furnace-heated homes to gas and 368,000 to oil. This meant the displacement of nearly 15,000,000 tons of anthracite. Since then, of course, the battle for

(Continued on page 604)



BY  
JAMES R.  
DANIELS

Thus far Julep's only advertising medium is a counter carton. You might guess that its dominating color, and that of the package (see picture front cover), is green, suggesting the herb from which the smoke takes its flavor. Julep was developed by the same man who fathered Spuds.

## Six Markets Taste and Like "Julep," New Mint-Cooled Cigarette

**A**MID the tumult and the shouting of giant combatant cigarette makers is heard the infant wail of a newcomer. "Julep" is its name and "Cool as a mint Julep" is the slogan under which it enters the arena. As yet it is unable to receive and deal doughty blows in the sales melee. But it has hopes. Spud was also once a mere baby, scoffed at by the tobacco goliaths.

The same man who invented Spud's menthol cooling process is responsible for this mint Julep cigarette. Lloyd F. ("Spud") Hughes perfected the method, which was one of the few new developments in cigarettes in generations, and sold it to Axton-Fisher. What Axton-Fisher and shrewd Kenyon & Eckhardt, advertising agents, did with Spud is a matter of history. What will be done with "Spud" Hughes' Julep remains to be seen.

After selling out to astute Col. Wood Axton, Hughes and his father, Thomas R. Hughes, went to work on Julep. Both menthol and the mint flavor used in Julep come from the same plant; the green genus *Mentha* and *Mentha Piperita*, which grows in shady places and is so beloved by Kentucky colonels. Menthol is a constituent of Oil of Peppermint and has a cooling, but also a drying effect, when inhaled. Julep cigarettes flavored with Oil of Peppermint have a decided mint aroma and flavor. According to the inventors, while they soothe a smoker's throat they do not parch or dry it.

Though the Hughes', father and son, were ingenious inventors, they

did not know much about running a factory. Above all, they knew nothing of the financial labyrinth of stock sales, boards of directors' meetings and brokers' seeming sleight-of-hand into which they were plunged. They bought a factory in Georgia and began to turn out Juleps. They sold stock in the company and got pretty well tangled up. Some of the stockholders became restive at the way affairs were managed, and at this point John A. Lyons, of the Boston law firm of Barrett & Lyons, stepped into the situation and proceeded to unkink the snarls and bring coherence from confusion. Today Mr. Lyons is in complete control of the Julep Tobacco Corporation.

"It isn't worth an awful lot right now," he cheerfully admits. "But some day—." He looked away, perhaps envisioning the annual report of Axton-Fisher's earnings for 1933.

"We closed out the Georgia factory," continues Mr. Lyons, "and Juleps are now being manufactured by the Penn Tobacco Company, of Wilkes-Barre, Pennsylvania. Our headquarters are in Boston. From there we transmit orders to the factory. Thus the business has only a negligible overhead. No officer of the company receives a penny of salary—yet."

"Orders come in from Miami to Kennebunkport. People appear to like the refreshing flavor and fragrance of a mint cooled smoke. Generally they order in several carton lots. Except in a few cities, Juleps are not on sale at tobacco shops. Sales at present are running around 100,

000 cigarettes a week. That is, of course, a tiny raindrop in the ocean.

"So far the only advertising employed has been a counter card placed at the back of the carton and also some window displays. The package itself, a restful blend of green and blue, has been one of its advertisements. That and satisfied smokers."

"It is our intention to expand gradually, covering one territory at a time. Boston, Pittsburgh, Cincinnati, Philadelphia, Columbus and Baltimore are at present the largest Julep markets, if so small a concern may be permitted to talk about markets and territories."

Since he has been at the Julep helm Mr. Lyons has been frequently approached by promoters. He has been urged to sell preferred and common stock, debentures, prior liens, non-assessable, cumulative strictly first mortgages and other items in the jargon of stock promoters. He has declined all these offers with thanks.

"Assuredly," says he, "I would like to have enough capital to push Juleps on a grand scale. But why should I involve the company in another possible stock mix-up. I am just sitting tight while the sales slowly but surely expand. This is my baby now, and I expect to nurse it along. I thank Fortune it is not my bread and butter. It may turn out to be a prodigy, or it may not. Either way, I am having a lot of fun."

The mint cooling process is not patented. It cannot be. Other concerns could bring out a mint cooled cigarette, just as Spud has been widely imitated. Mr. Lyons rather hopes someone will try to duplicate Juleps. "My particular business is that of the law, you know," he twinkles. Injunctions, mandamuses, bills of particulars and bills for damages are familiar ground for him. The name "Julep" and the phrase "Cool as a mint Julep" are copyrighted (and trespassers are warned to stay clear, lest the legal mills begin grinding).

There is a possibility that the mint flavoring formula and phrase may be leased to cigar manufacturers on a royalty basis. Cigars are declining in popular favor and this would give makers of panatellas and perfectos a fresh, different talking point. Pipe and chewing tobacco makers, too, have pricked up their ears at the idea.

Both of these possibilities are still in the embryo state. Currently, Julep is solely a cigarette, a fledgling which Mr. Lyons is attending with the care of a father for his first-born. He has no illusions about Julep's present infinitesimal size. However, he looks at the growing demand for a really cool cigarette and makes cautiously modest calculations.

SALES MANAGEMENT



# Give Your Salesmen a Change of Pace During the Hot Weather

"The hotter the day the better the horse-race,"—but salesmen don't work like horses. Sales too often ooze away under a broiling sun as representatives and their managers take it easy. Here's how a number of companies take up the slack in a dull season. Their tried methods can be fitted to the needs of many similar, and different, companies

THE melancholy days are almost here: The time when salesmen mop drizzling brows and alibi, "It's too hot to work." Sales managers, gazing at volume graphs that toboggan dismally during the torrid season, will pray for frost—and orders.

Do sales have to dwindle when the thermometer climbs? Isn't there something that can be done? From scores of companies that have met Ol' Man Summer and trounced him soundly comes the emphatic answer: Extra efforts, increased pressure, carefully thought out policies executed with thoroughness can go far to take the grief out of the Summer slump.

The idea that because almost everyone takes a Summer vacation there is a sudden dearth of prospects can be punctured like a colander. Just look at the Main Street of any city during July. Ninety per cent of the population is going about its business as usual. Of course everyone who can, goes away for two weeks or so. The rest of the time they are buying and selling, earning and spending exactly as they do in snow or sunshine. Many lines, indeed, are *more* active in hot weather.

Methods of attack on the seasonal sales decline are as multiple as the businesses employing them. Huge utility companies turn their employees into salesmen. Stenographers, repairmen, janitors and vice-presidents neglect no opportunity to push their companies' products during their spare time. It means safeguarding the employees' jobs, increases chances of a raise. A few corporations help stockholders to advertise and recommend purchase of their goods. It means more dividends, higher dividends. Other firms stage contests for the salesmen, novel, humorous, exciting—and resultful.

Summarized here are a handful of ideas that have been proved efficacious by a number of companies. Any sales manager may find some of these time-tried plans useful. They may be adapted and modified as individual requirements, and ingenuity, dictate. They are not complete programs, but are rather outlines that will, it is hoped, stir other companies to some specially planned sales campaign for the dog days in July and August.

## Ham Contest

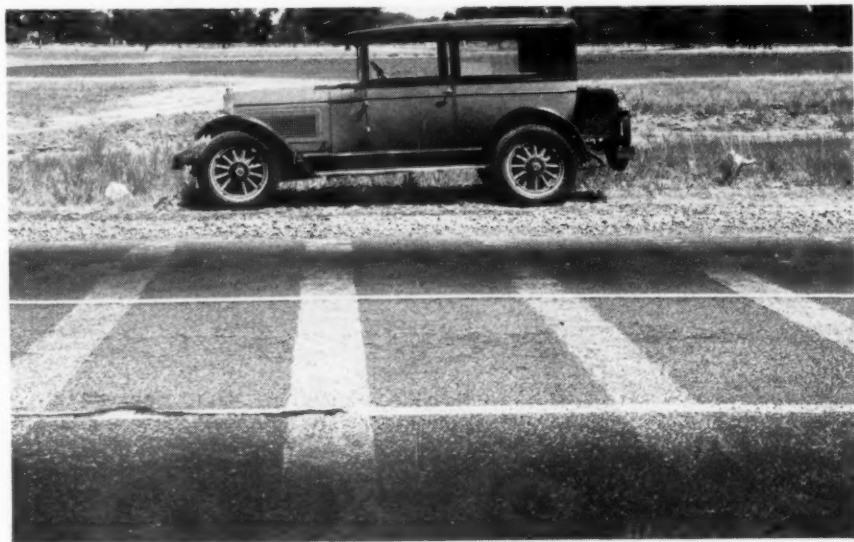
A Southern distributing company dynamited its salesmen out of Summer lethargy with a sales competition for peanut-fed hams. A preliminary

letter went to each representative. It depicted a hefty pig running between the legs of an astonished man. "Head him off," said the copy and continued, "Bill, you know how every fellow likes to mop up that thick brown gravy with a biscuit. Boy you've simply got to get that sweet, juicy, peanut-fed ham."

Attached to the letter were four numbered cards which gave the salesman's weekly quotas for the month. The first was printed with the pig's head; the second with his shoulders; the third with his back; and the last showed the part that goes over the fence last. As he reached his quota each month, the salesman mailed in a card. Every one who sent in four cards got a ham. Quotas were not set too high, so every man had a chance to win. This, together with the comic element in the idea brought in a brisk stream of orders.

## Wooing Salesmen's Wives

Several companies have discovered that when contest prizes are divided with salesmen's wives, the boys hustle. One firm sent the wives a letter, at the start of a Summer drive, explaining why the husbands would be out in the



This Road's Not Paved With Good Intentions: To prove that Pabco floor covering can "take it," Paraffine Companies, of California, put it on bustling highways. (Picture above was taken before the hustle had started in the morning.) Big trucks, horse-drawn drays and every kind of car passing over the floor covering give it far more grueling wear than any linoleum would experience in home or office. Salesmen show photographs of these tests to prospects, and even the most skeptical are convinced that Pabco is a toughie. See story on page 554.



evenings. Prizes of merchandise were of the kind that make women's eyes glisten. If John or Jim didn't bring at least one of them home he had to do some fast explaining to a woman who knew all the threadbare excuses. Consequently, the salesmen brought in orders pell-mell.

### A Steeplechase Campaign

An oil burner manufacturer bucked a hot weather decline with a steeplechase contest. Every oil burner sold counted 10 points. If a man rolled up only 100 points he got a prize. Every time he passed a 100 point mark he qualified for a better reward. Some 60 varieties of merchandise were in the prize groups, and a good half of them were feminine luxuries and necessities. The primary object in determining the basis for giving prizes was to offer every salesman an inducement for doing his best. Star sellers were not permitted to hog all the honors and rewards; the "weak sisters" got their chance too. They had to sell only ten burners in four months to be eligible for a 100 point prize.

A free trip to Detroit, headquarters of the firm, was an extra compensation to especially high scorers. Their wives accompanied them and the holiday was made really memorable. Next year the device was repeated. Couples who had enjoyed the time of their lives the previous year were eager to repeat and the men plunged into the competition. Envious wives, who heard from the prize-winners about the fun of the holiday, spurred their mates on to strenuous efforts.

### Field Roundup for Executives

In Toledo a manufacturer of radiator humidifiers sought to iron out the peaks and valleys of his sales chart. In the Fall, when the heat is turned on, buyers wanted humidifiers pronto. But during the Summer months they could not be bothered. Installation men therefore worked their heads off when the leaves were falling and twiddled their thumbs for long hot months, and some customers were disappointed unavoidably during the rush period. Without contests or prizes, ranking officers of the company deserted their swivel chairs and went into the field to remedy this situation.

They notified agents of a swing around the circle, setting a date for calling on them. One day was spent with each agent and his salesmen, explaining the need for getting in orders immediately. The second day was spent in calling on prospects. The very fact that they were from the factory and would take the order back personally enabled the executives to close many orders that had been hang-

ing fire. "While we wanted those orders," says a vice-president of the company, "our chief purpose in going on the road was to get agents busy telling folks to place orders before cold weather. On both counts the plan rang the bell."

### Time-Is-Money Plan

Several companies that felt contests would offend, rather than stimulate, their special type of salesmen and saleswomen have developed a campaign stressing the importance of time with gratifying results. "It is estimated that the average salesman uses less than 40% of his potential capacity in Summer," explains an official of one of these firms. "We were careful to avoid preaching or moralizing, yet, with a series of letters, we impressed upon our sales people the necessity of using their time to utmost advantage."

Each of nine mailings consisted of a letter with a picture or chart and a pocket memorandum book, "Where does your time go?" asked the first of the series. Clock faces showed the time spent in sleep, eating, recreation, etc. The conclusion was that less than 15% of a salesman's time is spent in actual sales-producing effort. Next a Chinese water clock was pictured. It was pointed out that the water dribbled out faster when the container was full, and that therefore the clock was inaccurate, a time thief. An Egyptian astrolabe, a Roman sun dial, the time book devised by King Alfred, Charlemagne's hour glass, Richard the Lion-Hearted's time ball, etc., were illustrated with a sugar-coated moral.

All the letters were on artistic colored letterheads, and the accompanying memorandum books were in the shape of the ancient timekeeping devices. The odd shape of the little books and their illustrations made them attractive, and the arrangement for planning one's time made them practical. Although no prizes were given, they could be utilized in a contest with the appropriate prizes of watches and clocks.

### Using Stockholders to Sell

Some corporations have been shrewd enough to enlist stockholders as volunteer salesmen, showing them how it is to their advantage to use products of firms in which they have investments and to boost those products to their friends and neighbors. American Radiator & Standard Sanitary definitely solicits stockholders' assistance to increase sales, as does Westinghouse. Standard of New Jersey sends a letter to each stockholder, listing its products. Nash Motors in presenting a new model urges stock-

holders to "personally inspect these new cars, get behind the wheel and drive them, so that even if you yourself do not contemplate the purchase of a new car, you will be able to inform your friend of its merits."

For the most part, however, corporations make little or no persistent and intensive efforts to make stockholders buy their products or to talk about them. There is no reason why corporations with a number of stockholders should not endeavor to give them some sort of advertising, in addition to the dry-as-dust annual report, to make spare time salesmen out of these investors.

### Employee Sales Drives

A. T. & T., Associated Gas & Electric System, and Electrolux are among the large corporations which have mobilized non-selling employees, converting them into after office hours salesmen with remarkable success. Telephone employees were made familiar with what the company had to sell by booklets and at office meetings. The former gave prices and rates and contained cards for listing names and addresses of prospects. An employee might discover a good prospect during a casual conversation, on the beach in a restaurant, over a bridge table. He was taught that such names, if turned into the commercial department for a follow up call, would be of great value to the company. In other words, A. T. & T. workers have been made to feel that the company's prosperity is partly their responsibility and they act accordingly. By talking up telephone service in leisure time they are protecting their own jobs and creating more jobs. More than \$34,000,000 worth of sales were made in one year by non-salesmen employees.

Associated Gas & Electric educated its employees just as thoroughly and offered cash bonuses for sales made. At the most unlikely times and places loyal employees were able to interest prospects because they were not professional salesmen. Calling on a sick friend, a bookkeeper suggested a heating pad to relieve neuritis. He demonstrated the pad, it brought comfort to the sufferer and the delighted bookkeeper was able to report to the sales department that another prospect was ready to sign a contract. Such instances can be multiplied indefinitely from the records of companies fostering employee selling in all departments.

Each of the plans summarized point to one conclusion: Excuses for taking a seasonal decline "lying down" are out of date. With vigorous action and ideas the sales graph can be made to climb with the thermometer.



# Mr. Prospect meet Mr. Dealer

## SAYS THE CLASSIFIED TELEPHONE BOOK

"Where to Buy It" Service (in the classified telephone book) makes it easy for consumers to locate your nearest representative quickly. It brings prospect and dealer face to face.

Here's how it's done: You list your trade mark in classified directories wherever your distribution warrants. Below this your *authorized* dealers list their names, addresses and telephone numbers. Thus, prospects simply look for your trade mark and are directed to your nearest representative.

"Where to Buy It" Service increases sales for you and your dealers. It gets results because consumers USE the 'yellow pages' to help them with their buying. Bell Surveys show that 85% of all telephone subscribers use the classified; increased business reported by dealers confirms this fact.

Many manufacturers make doubly sure of results by specifically mentioning "Where to Buy



It" in their advertising. Kelvinator, L-O-F Safety Glass, Leonard, Mimeograph, Alliance Insurance are a few.

Trade Mark Service Division, American Tel. and Tel. Co., 195 Broadway, New York (EXchange 3-9800); 311 West Washington St., Chicago (OFFicial 9300).

**CLASSIFIED TELEPHONE DIRECTORY**

**Refrigeration—Electric—Cont'd**

**FRIGIDAIRE AUTHORIZED SALES & SERVICE**

The world's best known refrigerator—the only one named Frigidaire. Made by largest manufacturers of refrigeration and air conditioning equipment for domestic and commercial use.

**"WHERE TO BUY IT"**

**SALES & SERVICE DEALERS**

**FRIGIDAIRE SALES CORP OF N E**

766 Railroad Av. 4-4151

**SALES DEALERS**

Lovell H C & Co 2431 Main St. 7-0725

3-1122

**Restaurants**

Airway Restaurant  
Andy's Lunch  
B & M Lunch  
Banana George  
Bell Diner 36  
Belmont Restaurant  
Ben's Diner 2  
Bickler's Restaurant  
Black Cat Restaurant  
Black Rock  
Blue Goose  
Blue Moon  
Boheme Grill  
Booth St 1  
Boston Ser  
Bostwick /  
Brown As  
Bull's Head  
Business  
Canevari



Photo by  
Ewing  
Galloway

A really successful vacuum cleaner salesman doesn't decide ahead of time that the only houses he'll call on are Nos. 1, 6, 11 and 20—he goes straight down the line with the knowledge that any home in the lot is likely to be worth a sale.

## Skip Stop Salesmen and Neglected Prospects

WHEN sales were not progressing satisfactorily, the sales manager of a large refrigerator manufacturer sent a representative to Chicago to find the reason. This man was instructed particularly to accompany the various salesmen on their canvass calls.

The first day out the factory man and one of the salesmen passed a large group of buildings which were later identified as units of a hospital.

"Why didn't we go in there?" asked the factory man.

"No use wasting any time there," replied the salesman, "that's only a hospital. I've passed it twice a day for five months."

"Well," said the factory man, "as we are on a canvassing job, we are supposed to contact every establishment in your district. Let's go back."

So—back they went.

Five days later three of the manufacturers' largest units were installed in that hospital. And within two weeks the hospital placed order for an electrically cooled mortuary unit that amounted to approximately \$2,000.

But that's not all . . .

During the solicitation the factory man casually mentioned the increasing use of air-conditioning in hospital operating rooms and volunteered to make a "survey" . . . with the result that it was decided to purchase this equipment, too!

The local salesman had been skirting around this business for months in order to get into the "productive" part of his territory.

Every farmer knows that unless he goes through the drudgery of cultivating *all* his ground properly there can be only a scraggly crop.

So it is with selling.

Call it what you will . . . "canvass," "missionary work" or "sales development" . . . this preliminary work has to be performed, thoroughly, if more than a mediocre success is to be enjoyed.

It is not easy. It is hard, tiresome, grinding routine. It can become monotonous if it is considered a *duty* instead of an *opportunity*. It won't appeal to the salesman with a wishbone where his backbone ought to be. But it's the work that paves the sales-way to bigger earnings.

A lot of salesmen are making a mighty decent living out of the leavings of their skin-the-cream associates.

—W. E. B.

Reprints of this page are available at three cents each, remittance with order



**"The most influential books and the truest in their influence are works of fiction. They re-arrange, they repeat, they clarify the lessons of life," said Robert Louis Stevenson**



*From an early illustration*

**GREAT  
FICTION stimulates  
the EMOTIONS that are  
the mainspring of  
human ACTION**

Who could imagine a more sedate tale of simple family life than "Little Women?" Yet so surely does it contain the essence of GREAT FICTION that its sale has held to surprising levels for years, and as a moving picture it bids fair to rank among the most popular of all time. ♡ In this year's Easter Parade countless women, big as well as little, paid tribute to its influence, *in cash*, in the way they wore their hair, their hats or their gowns. ♡ Men who sell know the power of GREAT FICTION...use Cosmopolitan's GREAT FICTION as the background for their advertising to more than 1,600,000 *fiction-reading, fiction-loving families.*

# COSMOPOLITAN

# ANA Traffic Studies May Develop New Sales Quota Yardstick

THE business sessions of the Twenty-fifth Semi-Annual Meeting of the Association of National Advertisers, held in Chicago, the first week in June, were closed both to guests and to the press. This innovation caused some to think that some important bombshells might be exploded. Nothing of the sort proved true. A significant statement was issued by ANA on the subject of forced circulation and important words were said by Lee Bristol about the current study which ANA is making on the subject of advertising agencies in general and advertising agency compensation in particular. The statement on circulation was:

"The apparent continued forcing of publication circulation as evidenced by a comparison of newsstand sales with subscription sales is looked upon with keen disfavor by members of this Association. Statistics show that while newsstand sales have fallen almost in exact proportion with commodity prices, sales through other sources have increased in reverse ratio. The only reason possible for this is that artificial forcing has been and is still being practiced. The members of the Association prefer to pay a reasonable increase per thousand on a *lowered volume of circulation* rather than to support circulation practices which they believe to be unsound.

"With full appreciation of the increased costs of publishers, we are of the very strong opinion that these increases should be met in whole or in part by eliminating the excessive cost of obtaining circulation. Until this is done, until this forced circulation which is of questionable benefit to the advertiser is eliminated, any attempt on the part of publishers generally to increase their rates is felt to be unwarranted." "There is just so much money to be spent," said a spokesman for the group. "Increasing the cost of space will merely result in a decrease in the space used which will not benefit the publisher and which will be detrimental to the advertiser." At the meeting it was pointed out that advertisers have a common cause with publishers. Members agreed to discuss the problem individually with publishers at the earliest opportunity.

In the course of the joint report which he made with Albert E. Haase on the subject of advertising agency

compensation, Lee Bristol (vice-president, Bristol-Myers Company), chairman of the board of trustees of ANA, said in part:

"The great strength and value of this study (probably ready for release in November) will lie in its fairness to all parties concerned—advertising medium and advertising agent as well as advertiser. In fact, I would not be surprised to find that in the long run this study will be of greatest value to the advertising agent. I say this for it most assuredly will give him an inventory of the practices of compensation followed in his business and the first complete legal review of his legal status and of his relationship with advertiser and advertising medium."

## Sees Wider Horizon

A point particularly emphasized by Mr. Bristol was that this study was being carried on not in any effort to eliminate advertising agencies but rather for the purpose of strengthening the agency as an institution—making it more useful and more usable by eliminating controversy through disseminating factual information.

"We believe," he said, "that there is a wider horizon ahead for the agency. That their future is greater than their past. That their past efforts in making advertising profitable are puny compared to what they can do in the future to make it more pro-

ductive and therefore more profitable for themselves and for advertising mediums, and to get advertised products to consumers at the lowest possible price."

Stuart Peabody (The Borden Company), chairman of ANA and president of the Traffic Audit Bureau, presented a comprehensive report on the subject of how traffic and trade research has established a new method of determining trading areas, in the course of which he said:

"The research by ANA on outdoor advertising has gone forward and produced very gratifying results. In one direction it has led to the establishment of the Traffic Audit Bureau, Inc., headed by Dr. Miller McClintock as Auditor, which at the present writing has audited over 500 towns. The certificates of audit have been prepared and are soon to be distributed. The Traffic Audit Bureau is underwritten by the Outdoor Advertising Association of America, Inc., and is governed by representatives of the ANA, the 4 A's and the OAAA. It is a separate entity within itself.

## Harvard Fellowship Advances

"At the same time the fellowship established at Harvard has continued to go forward with ANA sponsorship under Dr. McClintock's direction with the assistance of Mr. John Paver, the present Erskine Research Fellow. This work is underwritten by certain members of the ANA, the 4 A's and the Outdoor Advertising Association, and governed by an advisory committee composed of representatives of the three groups.

"Recently the committee listened to the 1933 report given by Mr. Paver and we were all most favorably impressed by it. It was entitled, 'A Study of the Delimitation of Retail Trading Areas and Their Coverage by Outdoor Advertising.' The report showed very definite progress. It dealt with a method of determining the boundaries of trading areas. This method of determining trading areas has been based on hitherto wholly overlooked and fundamental facts, which are: *the distribution of population, the travel habits or movement of people and the actual trading characteristics.* The areas as established were not determined by the use of  
(Continued on page 605)



Keystone photo  
The Chicago Tribune's Col. McCormick . . . left the smoke of battle to tell ANA banqueters of the last fourteen months' fight for the freedom of the press.



# Railroads Sell Cool Comfort in Battle for Lost Traffic

THE railroads of the United States now have enough cool comfort to offer the public so that this year they are making their biggest drive to win back passenger traffic lost to buses, automobiles and airplanes. It is going to be a great year for air-conditioning on railroads.

Rail passenger losses have been staggering. Passenger miles dropped from 38 billion in 1923 to a little over 16 billion last year. Low rates South and West and better service East have built business this year. It may surpass 1933. But every device to help it along is needed.

Conditioned air has definitely proved its value as a business getter. Its cost is coming down. Experiment has ironed out some of the technical troubles. So the 1933 scattered fleet of 648 air-conditioned cars this year grows to more than 3,000. But it is only a good start.

Whereas last year only a handful of the proudest through trains out of New York, Washington, Chicago and St. Louis were air-conditioned, today the headliners of many great roads have joined the select company that are cool, clean, quiet, from club to observation car. Many other good trains carry a number of conditioned sleepers, lounge cars and diners. Even a considerable number of day coaches for the faster trains are so equipped.

But up to now this service is largely limited to lines where competition is fiercest. For after all, the railroads are not spending money for cool comfort as a matter of choice, especially since they are unable to collect excess fares for it.

B. & O., however, beginning in 1930 with its famed diner "Martha Washington," found out that money spent on passenger comfort did a great deal to make people forget that its New York terminal was clear across the Hudson River in New Jersey. The company spent \$16,800 on that one car. But people wanted to eat on the "Martha Washington." And they went out of their way to do so.

Then followed complete air-conditioning on the entire "Columbian" in 1931. It drew a lot of willing and interested passengers. Later came the "National Limited" and the "Capitol Limited." C. & O. entered into the cool comfort business with the "George Washington," "F. F. V." and "Sportsman." They paid their

way. Last year these two roads cut heavily into the New York-to-World's-Fair traffic. Pennsylvania and New York Central felt it keenly. Their hands were forced.

Last year the Pennsylvania built up a collection of 241 air-conditioned cars—sleepers, diners, lounge cars, even a considerable number of day coaches. The New York Central dragged along with 15. But they learned the value of this equipment. This year Pennsylvania will operate nearly 1,000 of such cars and New York Central nearly 300.

The New Haven, feeling the keenest kind of competition between New York and Boston, leaps into air-conditioning this year with 145 cars, 50 of them de luxe day coaches streamlined by



**THIS SUMMER—Air-conditioned CARS ON LIMITED TRAINS!**  
**Southern Pacific**

(Above) "Cool as a cucumber" is Southern Pacific's theme this year.

*WHITE*  
*will be worn on the*  
*Century*

World's fastest  
long-distance train  
will be completely  
**AIR-  
CONDITIONED**

**20th  
CENTURY LIMITED**  
Leave New York 6:15 p.m. ... Arrive Chicago 6:40 a.m.  
Leave Chicago 12:15 p.m. ... Arrive New York 5:30 a.m.  
Daylight Sleeping Time

**NEW YORK CENTRAL**  
The World's Fastest Train—For Comfort and Service—Established 1906

Air-conditioning keeps trains clean. That's New York Central's advertising theme for the Century.

Walter Dorwin Teague, designer of note.

The Chicago-St. Louis lines—Illinois Central, Wabash, C. & E. I., Alton and Burlington, forever at each other's throats with tricks, such as

shower baths, Japanese tea rooms and the like—are going into air-conditioning strongly; some with complete trains, some with cool comfort only on their gilt-edge cars.

The long lines headed westward from Chicago and St. Louis and the most important southern lines to California are doing their present-day best by conditioning diners, lounge cars and room sleepers on their headline trains, for competition there is keen, too. But not many section sleepers will be changed this year. They present stiffer technical problems, and anyway Pullman compartments and rooms cost more than sections. Day coaches on most western trains continue to worry along.

The surface has only been scratched, so to speak. But a vast amount of technical advance has been achieved since the first abortive experiments of the B. & O. way back in 1906 when the road tried to cool a diner with an icebox and a fan—and gave it up.

Three systems of air-conditioning have been developed: Mechanical refrigeration, similar to that in an electric refrigerator, ice cooling and steam-jet refrigeration. They have their various advantages and disadvantages of weight, cost, flexibility, continuity of service. Some are said to be best for year-around service—for the completely air-conditioned trains such as the "Century," "Broadway Limited," "Capitol" and "George Washington," circulate conditioned air in winter as well as summer—and others best for summer alone.

(Continued on page 601)





Called by many "the most impressive advertisement of air-conditioning yet devised," Frigidaire's completely weather-controlled house at the Century of Progress is expected to whet the appetites of thousands of visitors for this newest of home luxuries.

## Sharply Increased Attendance Marks Reopening of Big Fair

**M**ILLIONS of dollars have been spent, and are being spent, at the World's Fair in Chicago this year to buy good will and public attention. A list of the investors is almost a round-up of the "best names" among America's national advertisers. A surprising number of these are in the exposition this year for the first time.

During the opening weeks of the World's Fair of 1934 attendance has been consistently almost double that of the opening weeks in 1933. Last year the total advance sale of tickets, after several months of persistent effort, totaled 2,300,000.

This year 5,000,000 advance sale tickets were printed and they were all sold out in less than three months. Total orders could not be filled because the tickets did not exist.

Railroads, travel agencies, bus lines, air lines, and lake and ocean steamship lines all report much heavier inquiries for transportation than a year ago. Oil companies, getting reports from thousands of service and filling stations all over the country, predict larger motor travel to the Fair. Chicago hotels report room reservations far ahead of 1933.

When the Ford Motor Company, in the Fair for the first time, decided to put in a free exhibit, covering nine acres, costing \$1,500,000, that was looked upon as an enormous undertaking. Now, with twenty-one manufacturers of parts and materials for the Ford company cooperating, it has grown into a \$2,000,000 display.

Armour & Company, Swift & Company and Wilson & Company, the "Big 3" Chicago packers, are officially "in the exposition" for the first time this year. Each has erected its own building and is displaying its food products. These are also served

in restaurants—paid sampling, it might be called.

Swift, carrying its purchase of good will further, has erected a band shell and outdoor theatre on piling in the lagoon. Here the Chicago Symphony Orchestra will play a long summer engagement starting July 1. Ford has announced the Detroit Symphony Orchestra for a similar engagement starting June 16.

Standard Oil Company of Indiana, has a thrilling free show. It is a "big cat" act—33 lions and tigers—presented by Allen King, one of the only two animal trainers who have ever dared to enter a cage with so large an act of mixed cats. It is a show that "brings 'em to their feet."

The show is given in an open air amphitheatre built to resemble an ancient Roman colosseum. Lions and tigers "tangle" almost daily. Standard's advertising campaign, now running in hundreds of newspapers in the thirteen states that comprise the "Indiana territory," ties up with the "cat act." It is built around "Live power in gasoline; live power in the flesh."

Pictures of swift-moving, flashing animals, birds and fish illustrate this advertising.

Streamlined trains are at the World's Fair this year for the first time. They couldn't be shown last year for the simple reason that they didn't then exist.

The Union Pacific is showing a six-car aluminum train just out of the Pullman Company's shops. A standard, conventional steam train of six cars weighs about 600 tons; this new six-car unit only 85 tons. A standard steam locomotive, high speed passenger type, weighs 312 tons; the new type of power unit, Diesel-motored, only 20 tons.

To operate a 10-car train, standard weight and construction, at 90 miles an hour, would require a 4,500 horsepower unit—something that does not exist. Under the new streamline construction, with lighter cars, a 500 horsepower unit will do the job.

More, the average modern locomotive has to be refueled every 100 miles; the new train, every 1,200 miles. The new train, too, operates on roller bearings. It is air conditioned throughout. Cost of operation of such a train, it is expected, will be only about 25 cents a mile as compared with \$2 or more a mile for the type of train it is pushing into obsolescence.

The Burlington is also showing its new stainless steel, Diesel-motored, streamlined Zephyr, which recently broke all railroad records by running from Denver to Chicago, without stop, more than 1,100 miles, at an average speed of 78 miles an hour.

### Cheap Rail Rates Big Factor

What makes the railroad officials enthusiastic about these trains is that they see in them the possibility of reclaiming the travel business of the nation through speed, comfort and lower rates.

When SALES MANAGEMENT started its crusade for lower rail rates via the mileage coupon book plan more than two years ago, many rail men scoffed. Then the western lines, finally sold on the idea, put the books into circulation, reducing the price from 3.6 cents per mile to two cents.

The success of the new plan and the enormous travel to the World's Fair last year on reduced rates has sold the railroads on the idea that with low price and better service they can succeed. Rates are being made this year ranging down to one cent per mile. Last year, at reduced but higher rates than this year, the railroads hauled more than 4,000,000 people into Chicago during the five months of the Fair.

Too, the railroads made money at it and the SM program seems to be proved by the results.

Among the hundreds of manufacturers, sales organizations, transportation companies and others participating in the World's Fair this year are the following national advertisers:

**AGRICULTURAL AND FOODS BUILDING**—Ball Bros., California Prune & Apricot, Coca-Cola. The Glidden Company (Durkee Famous Foods, Inc.), Chr. Hansen's Laboratory, Inc. (Junket), International Harvester, Kitchen Arts Foods, Inc., Kraft-Phenix Cheese Corporation, Libby, McNeil & Libby, Morton Salt, National Biscuit, National Sugar Refining of New Jersey; Quaker Oats, Standard Brands, and Wilson & Company.

SALES MANAGEMENT

ndard  
miles  
horse-  
s not  
e con-  
500

omo-  
100  
1,200  
erates  
ition-  
on of  
ll be  
com-  
r the  
into

g its  
ored,  
ently  
ning  
stop,  
erage

or  
cials  
that  
f re-  
na-  
and

start-  
via  
more  
men  
nal-  
books  
rice  
ents.  
and  
ld's  
has  
that  
they  
ade  
cent  
but  
ail-  
000  
five

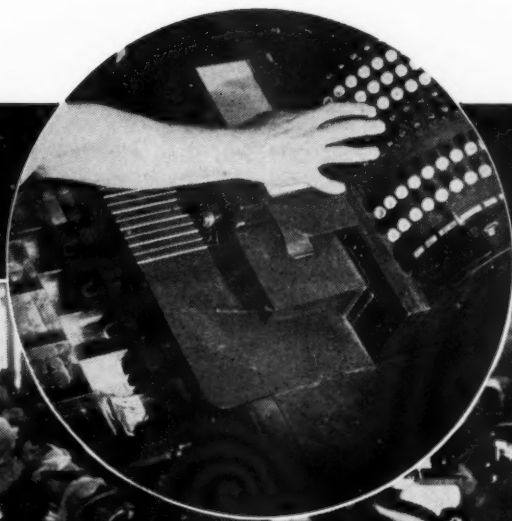
at  
be

ac-  
ta-  
at-  
are

OS  
une  
m-  
hr.  
er-  
nc.,  
by,  
nal  
ew  
nd

T

*This*



*till-*



## CATCHES 49% OF OKLAHOMA'S RETAIL SALES DOLLARS!

Consumer income in Oklahoma is up 36 per cent. Payrolls are higher by a third. Both are reflected in a 26 per cent jump in retail sales.

April found Oklahoma City buyers writing 73 million dollars in checks . . . a 46 per cent increase over April, 1933.

Nearly half of the state's 1934 retail sales, or 146 million dollars, has gone into the tills of merchants in the Oklahoma City Trading Zone.

The Oklahoma City area is one of the very few major markets where sales

expectancy is placed as "good" for the next six months.

Selling is easier where people are buying. That's why alert national advertisers are concentrating their maximum advertising appropriations in this market, and in the *Oklahoman* and *Times* . . . a single advertising buy that delivers sales messages to 9 out of every 10 families in Oklahoma City . . . to 3 out of every 5 urban families in the Oklahoma City Trading Zone . . . at the lowest milline rate in the state.

**THE DAILY OKLAHOMAN and the OKLAHOMA CITY TIMES**

JUNE 15, 1934

[577]



**ELECTRICAL BUILDING** — Altorfer Bros., The Conover Company, Grunow Refrigerator, Hurley Machine Company, Kelvinator Sales Corporation, Philco Radio, Stewart-Warner Corporation, Federal Electric, General Electric, The Hoover Company, Norge Corporation, Radio Corporation of America, Singer Sewing Machine, Stewart-Warner, Waters-Genter, Westinghouse Electric & Manufacturing.

**GENERAL EXHIBITS GROUP**—Addressograph-Multigraph, Agfa Ansco, American Can, Brown Shoe, A. B. Dick, Elgin National Watch, Encyclopedia Britannica, Fairbanks Morse, The Formfit Company, Gulf Oil, Hartmann Trunk, LaSalle Extension University, Link-Belt, Lullabye Furniture, National Cash Register, Pure Oil, Pyroil, Simmons Company, Stayform, The Wahl Company, Western Clock, White Sewing Machine.

### GM Biggest Exhibitor

**HALL OF SCIENCE**—Abbott Laboratories, Gerber Products, H. J. Heinz, Kotex Company, Milk Foundation, Inc., National Oil Products, Old Monk Olive Oil, Petrolagar Laboratories, Scholl Manufacturing, Sherwin-Williams, the Simoniz Company, Union Carbide.

**HOME PLANNING HALL**—Continental Scale Works, Crane Company, Cudahy Packing (Old Dutch Cleanser), Formica Insulation, Hamilton Beach Manufacturing, S. C. Johnson & Son, Inc., Karastan Rug Mills, Miracul Wax, Servel Sales.

**TRAVEL AND TRANSPORT BUILDING**—Ahlberg Bearing; Baltimore & Ohio; Chicago Burlington & Quincy (Great Northern, Northern Pacific, Colorado & Southern, Fort Worth & Denver City and Spokane, Portland & Seattle lines, affiliated; Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Hupp Motor Car; Illinois Central; International Harvester; Missouri, Kansas & Texas Lines; New York Central Lines; Pennsylvania; Pullman Company; Studebaker Sales Corporation; Nash Motors.

**SPECIAL BUILDINGS** — American Radiator & Standard Sanitary, Chrysler Sales Corporation, Continental Baking (Wonder bread), Crane Company, Firestone Tire & Rubber, Ford Motor, General Cigar, General Motors, Goodyear Tire & Rubber, International Harvester, Johns-Manville, Kohler Company, Owens-Illinois Glass, Sears, Roebuck, Sinclair Refining, Standard Oil of Indiana, The Texas Company, Hiram Walker & Sons, Wilson & Company.

**EXHIBITS HOUSES**—American Rolling Mills, Ferro-Enamel Corporation, Frigidaire House (General Motors), General Houses, Inc., Masonite Corporation, National Lumber Mfgs. Ass'n., Rostone, Inc., Stran-Steel Corporation.

General Motors, the largest individual investor in the World's Fair—with its 1934 expenditures it will have more than \$3,000,000 in the exposition—has completed and is showing the first complete year-round heat and humidity controlled home built in the world.

This home is looked upon as proof of Frigidaire's and General Motor's belief that air conditioning has arrived as a practical and potent factor in everyday life.

[578]



DEAR GROCER:

THE "KELLOGG REDCOATS" ARE HERE. THEY ARE DELIVERING A SAMPLE TO EVERY FAMILY IN YOUR NEIGHBORHOOD. THIS SAMPLE WILL CREATE A DEMAND FOR KELLOGG'S RICE KRISPIES AND INCREASE YOUR SALES. PREPARE NOW TO GET YOUR SHARE OF THIS NEW BUSINESS. CHECK YOUR STOCK OF KELLOGG'S RICE KRISPIES AND REPLENISH IT BY ORDERING FROM YOUR JOBBER. DO NOT DELAY. IMPORTANT YOU HAVE A COMPLETE STOCK OF KELLOGG'S RICE KRISPIES TO MEET THE DEMAND WHICH IS SURE TO RESULT FROM THIS CAMPAIGN.

KELLOGG'S

Backing up its national sampling drive, largest in its history, Kellogg, cereal food maker, sends retailers this "telegram" informing them of the "invasion" of their territory by shock troops of selling.

## Kellogg's Uniformed "Soldiers" Give Away a Million Samples

The Kellogg Company is going into one market after another with a battalion of "Kellogg Redcoats." These distributors not only sample Kellogg products from house to house, but call on dealers the day previous to sampling to explain what is being done, to check the dealers stocks, and to set up displays and window streamers.

In a large number of cases they have actually taken orders for Kellogg products and sent them directly to Battle Creek with credit going to the jobbers. As soon as one Kellogg product is distributed, another one is sampled.

The distribution work is being handled by Peck Distribution Corporation, Reuben H. Donnelly Company and others. These concerns will have their men give away a million samples of breakfast cereals in numerous market centers.

Attired in a light green jacket with white lapels, white trousers, white overseas type hats and gloves, the Kellogg troops will ring doorbells, salute smartly and say, "Madam, the Kellogg Company has asked us to deliver this sample of their cereal."

The Peck Corporation, now a part of a national merger of the twenty largest independent distributors, has 150 men in uniform in the New York area in behalf of Kellogg's. "Ammunition" trucks, with supplies of Rice Krispies and other Kellogg cereals, trail the army on its rounds. Side panel advertisements on the trucks

picture hungry breakfasters munching Krispies.

Before mobilizing the soldiers on a nation-wide scale a preliminary trial of the idea was made in St. Louis. Results were astonishingly gratifying, so the orders were given for a "Big Push." So far as can be ascertained, this is the largest scale effort to capitalize on the love of a uniform which every woman is alleged to have.

As a result of Kellogg's aggressive sales promotion as exemplified by the sample campaign, and its augmented advertising program, the company is working day and night and has the biggest payroll in its history.

Two years ago, in the worst part of the depression, Mr. Kellogg refused to cut down his advertising and he is now reaping the results of his faith.

### R. H. Bursch New Gair V.-P.

Appointment of R. H. Bursch as vice-president of Robert Gair Company, Inc., is announced by E. Victor Donaldson, president. Mr. Bursch assumes complete charge of production and sales in all operating divisions of the company. He has held executive posts both in sales and production for Gair for a number of years. Most recently he has been vice-president of the container divisions, to which posts he is now succeeded by Lorin B. Miller.

### L. S. Hamaker Promoted

L. S. Hamaker, sales promotion manager of Republic Steel, Youngstown, Ohio, has been advanced to vice-president and general manager of the Berger Manufacturing Company, Canton, Ohio, wholly owned subsidiary of Republic.

SALES MANAGEMENT



# THE ONLY STATISTICS THAT ARE NEVER DULL



## DAVIS SALT MACKEREL

Every advertisement placed by the Frank E. Davis Fish Company must sell a preordained quota of salt mackerel if it hopes to get repeated in the same magazine. Until 1933, the record was three times in one magazine in any year. Last year the Davis salt mackerel advertisement appeared in *The Digest* eight times — and averaged 25% above quota every time.

● Davis Fish advertisements have appeared in 1934 on January 13th, February 3rd and 24th, March 10th, April 14th, etc.



## STEAMSHIP TRAVEL

A careful check-up indicates that for the Transatlantic Steamship Lines 2½ pages in *The Digest* sent at least 867 people to Europe last year, and they didn't travel "tourist" either, for they spent a total of \$444,406.86 for bookings. Advertising cost: \$6400 or 1½%.

● Travel advertising is a real test of quality of reader and income. It lives and thrives on concrete evidence of results. 1934 shows a 25% increase over 1933 in *The Digest's* travel lineage.

**O**RDINARILY six case histories do not make a case for any advertising medium. But when these six are the *only* six so far checked, and when the method of checking is a tedious but thorough one that can't be rushed, and when preliminary reports on check-ups not yet completed indicate as good or better showings — then it can be said with reasonable assurance that all signs point to the fact that *The Literary Digest* is *getting results*.

We do not claim the method employed to check results in *The Digest* is infallible. No survey method is. But it goes farther in its attempt to get the real story of results than anything anyone else has tried (within our knowledge).

No one can question the statistical factors of high income, of low cost per 1000 per \$1000 income, of influence and prestige, of readership and response (and in all of these *The Digest* does very well, thank you). No one can question the number of actual advertisements delivered for every dollar you spend. And you can't laugh off the fact that *The Digest's* leadership in all these brackets is very logically reflected in checkable dollars-and-cents results, and that *The Digest* is taking the initiative in a sincere, but none — too — altruistic effort to check them. *The Literary Digest*, 354 Fourth Ave., New York.

GOES A LONG LONG WAY IN

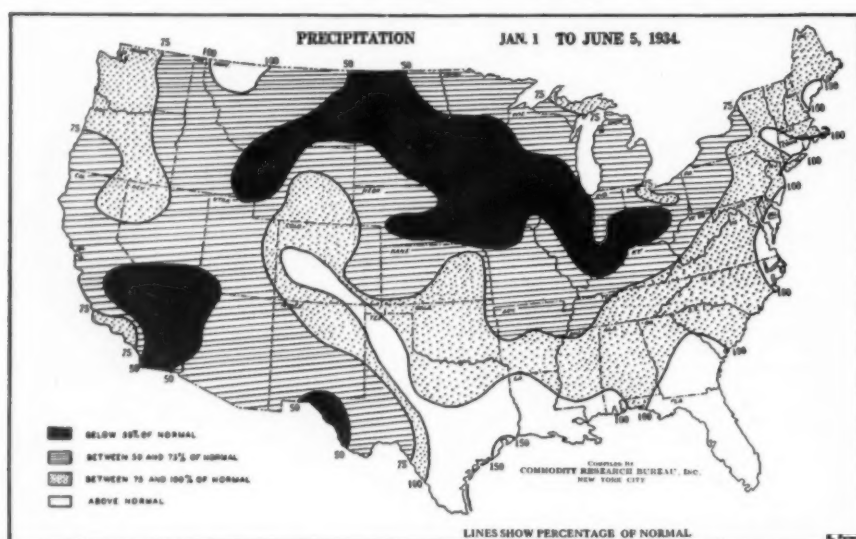
# *Digest*



JUNE 15, 1934

[581]

## The Extent of the Drought in the United States



The relative effect of the drought by states is shown graphically on this map. The ultimate effects of the torrid heat and lack of moisture are difficult to determine. We shall have the smallest wheat crop since 1893, and high prices are an assured fact. It is very possible, however, that the government's relief measures—the purchase of feed grains, hay and oil meals, as well as direct cash relief payments—may act as a business stimulant in the coming weeks just as did the CWA payments during the winter. At the moment, the relation between the prices the farmer receives for his products and the prices he pays for the things he buys, is far more satisfactory to the farmer than a year ago, but less favorable than in the mid-summer of 1933.

## Soft Drink Makers Tilt Ad Budgets to Offset Lure of Brass Rail

Soft drink makers are soft-pedaling discussion of the touchy subject, but just the same the return of beer and liquor has them alert and somewhat worried. It is too soon to judge whether strong waters will put a permanent big dent in the carbonated beverage business. Non-alcoholic drinks, however, are taking no chances; are advertising aggressively.

No one knows exactly how large liquor sales are. If government tax returns maintain the pace set during the first five months of the year, revenues from beer and spirits will total some \$240,000,000 for 1934. Many soft drink manufacturers with ginger ales in their line are riding on the crest of this liquor tide. The more highballs quaffed, the more mixers necessary.

The Whistle Company of Pennsylvania, for example, is centering its attention on Vess dry ginger ale. Newspaper ads, enameled signs at the point of sale, and bottle decorators will remind thirsty folk that Vess "with" or "without" is smackingly good.

Whistle, the firm's main beverage, will not be neglected. Youngsters, principally, will be urged to pucker up and Whistle. On the market for nineteen years, Whistle has won

*Good Housekeeping's* coveted endorsement for purity and wholesomeness. This fact will be highlighted in all the advertising.

Orange-Crush, likewise, will concentrate on the teen age drinking public, with supplementary messages to parents, doctors and dietitians in the American Medical Association's *Hygeia*. Boys and girls under sixteen buy 70% of all nickel soft drinks, and their preferences control the purchases of most mothers and dads. Therefore, Orange-Crush, "World's largest producers of citrus fruit drinks," is telling it to the youngsters.

Space in *Boy's Life* and *American Boy* iterates the thought, "There's the tingling energy of real oranges in healthful Orange-Crush." Illustrations show roller-skating kids, hikers and baseball players tired out, but revived with a swig of "Good ol' Orange Crush. My doc says it gives you new pep."

Mothers are advised in *Good Housekeeping* ads to give their offspring the Vitamin C. beverage endorsed by the American Medical Association. "Jimmie pestered for unhealthy truck until . . ." is the headline on a typical Orange-Crush ad in this series.

In addition to this magazine campaign, the company is supplying dealers with Aesop Fables to be distributed by school teachers to younger children. Rand McNally & Company

prints the little folders and sends them direct to school superintendents. In a letter to the latter, Rand McNally states: "Every normal child loves colorful stories . . . a child furnished with high-class picture books forms reading habits of great value in these days of lurid gangster stories, etc. . . . If they like this free sample they may secure others in exchange for Orange-Crush bottle caps."

Canada Dry ginger ale and Clicquot Club are, of course, putting on extra pressure during the summer. Clicquot has reserved space in 63 newspapers, the largest expenditure in its history, to talk about its new full quart bottle.

## AAA Payments Reach Quarter Billion Mark

*Summary of Actual Expenditures (Mainly Rental and Benefits) Through April 30, 1934, Analyzed by States:*

State	Total Expenditures
Washington, D. C. . . . .	\$ 6,742,571.75
Europe . . . . .	7,298.02
China and Japan . . . . .	3,639.83
Alabama . . . . .	10,272,190.20
Arizona . . . . .	301,804.37
Arkansas . . . . .	11,323,010.00
California . . . . .	1,203,322.95
Colorado . . . . .	1,534,143.38
Connecticut . . . . .	219,532.65
Delaware . . . . .	86,412.20
Florida . . . . .	468,746.21
Georgia . . . . .	9,407,764.27
Hawaii . . . . .	5,705.52
Idaho . . . . .	2,402,997.34
Illinois . . . . .	30,230,632.72
Indiana . . . . .	1,444,111.63
Iowa . . . . .	464,481.01
Kansas . . . . .	16,963,006.20
Kentucky . . . . .	296,145.87
Louisiana . . . . .	5,286,699.50
Maine . . . . .	6,607.23
Maryland . . . . .	618,664.22
Massachusetts . . . . .	141,898.71
Michigan . . . . .	666,379.32
Minnesota . . . . .	4,088,477.06
Mississippi . . . . .	10,654,498.62
Missouri . . . . .	6,496,560.76
Montana . . . . .	4,309,416.60
Nebraska . . . . .	19,307,733.53
Nevada . . . . .	28,914.82
New Hampshire . . . . .	9,928.41
New Jersey . . . . .	57,239.86
New Mexico . . . . .	738,792.62
New York . . . . .	216,802.69
North Carolina . . . . .	4,795,702.38
North Dakota . . . . .	9,906,635.68
Ohio . . . . .	2,258,170.14
Oklahoma . . . . .	16,795,699.42
Oregon . . . . .	5,878,700.16
Pennsylvania . . . . .	764,682.69
Rhode Island . . . . .	7,711.33
South Carolina . . . . .	5,954,083.32
South Dakota . . . . .	3,643,489.03
Tennessee . . . . .	3,617,835.49
Texas . . . . .	48,196,187.11
Utah . . . . .	492,481.92
Vermont . . . . .	11,447.16
Virginia . . . . .	929,648.67
Washington . . . . .	4,018,897.94
West Virginia . . . . .	89,308.41
Wisconsin . . . . .	552,190.85
Wyoming . . . . .	311,033.46
Totals . . . . .	\$254,230,035.23

SALES MANAGEMENT



## Pastimes for the New Leisure

Under the Blue Eagle, factory quitting whistles sound earlier in the afternoon and week-ends are longer. Employers and employees cannot simply twiddle their thumbs, and the question arises, "What is to be done with these hours of leisure?"

Makers of sporting goods, alert to new opportunities, come a-running with an instant answer: "Here's fun and health for every minute of spare time." Abercrombie & Fitch, one of the largest sporting goods stores in the world, offers games for every taste, from sedentary chess to breathless scrimmage ball. An inquiring reporter browsing through A & F's aisles comes upon these novelties and rejuvenated old favorites that make playtimes doubly delightful.

**WATER SKEES** tempt the aquaplane addict who wants something more difficult and thrilling. Standing on the skees, like a Roman circus rider on two horses, the skee-er is pulled along by boat or airplane at from 6 to 60 miles an hour. It will take your breath away.

**A TENNIS TRAINER** provides practice in a variety of strokes. The ball, which is on an elastic cord, comes back as if from an invisible racket. The stand folds for easy carriage and storage.

The **SPEEDBIKE MOTOR** applies "free wheeling" to any bicycle, taking the work out of pedaling. It's economical, too, over 100 miles to a gallon of gas. Fits any bicycle with 26" or 28" tires.

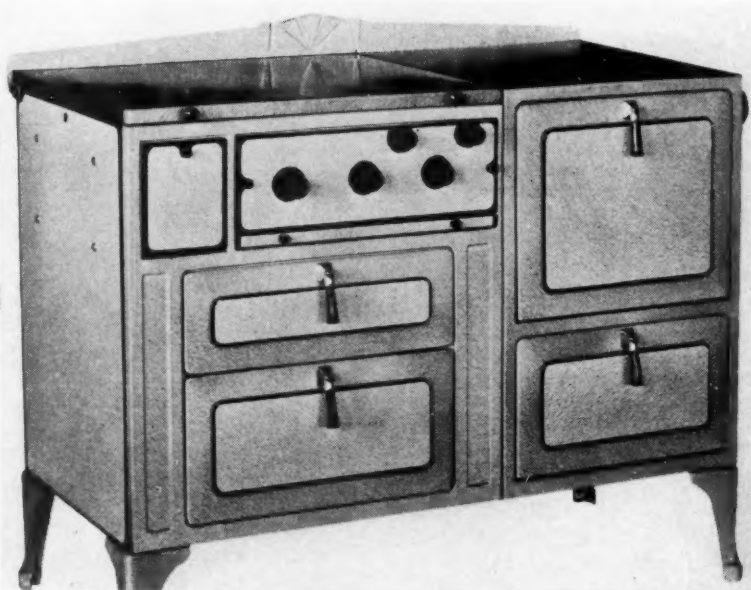
**CROQUET**, after being neglected for decades, staged a revival a few years ago. This season it will be more popular than ever, according to sports authorities. Sets run from \$4 to \$90 and some have candlesticks on the wickets for tireless players who can't stop when the sun goes down.

**BADMINTON**, the "battledore and shuttlecock" enjoyed by knights and earls of the Middle Ages, will be played on many a lawn this summer. Devotees of the game swear it surpasses tennis.

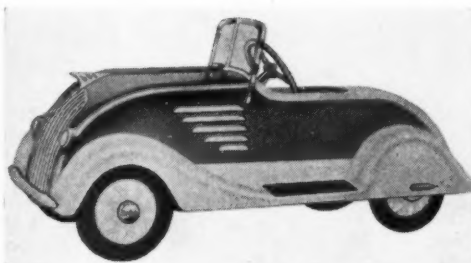
**SKY FISHING** is a new and novel sport that already promises to be very popular. The bird has revolving wings to sustain flight and is played with rod and reel on a 300-foot line. Air currents are taken advantage of in soaring the bird to the full extent of the line.

**LAWN HI LI** is an adaptation of the fast game called jai-alai which the Cubans are so crazy about. A specially designed wicker basket, something like a small coal shovel, is used to catch and throw the rubber ball. Points are scored on missed or dropped balls.

# Designing to Sell

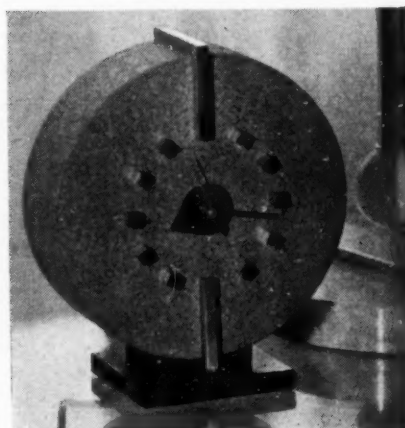


**Coleman's Record-Breaker:** Gasoline pressure stoves used to be hideous eyesores, but the Coleman Lamp & Stove Company saw no reason why they had to be that way. Bringing out a new line, at the beginning of the year, sent sales upward as quickly as the improved stove itself lights. Sales for the first quarter equalled those for the entire year of 1933. Advertising expenditures were two and a half times greater, and dealers helped were consistently offered. The results speak out boldly for an improved product, vigorously plugged.



**Youngsters' Airflow:** The Skippy Airflow De Soto, product of Skippy Racers, Inc., Toledo, has radiator, headlights, hood and streamlines precisely like the original car. Everything is there except the engine. That is worked by the old-time "knee action" pedals. Ads in *Collier's*, *Saturday Evening Post* and *Parent's Magazine* are helping the Skippy to lead the field in juvenile registration figures.

**Corking Clock:** Here's one of the forty-five modern timepieces which Gilbert Rohde designed for the Herman Miller Clock Company, Zeeland, Michigan. It's displayed at the World's Fair in some of the model homes. The case is made of cork with a sleek black base, and other models have cases of Maidou Burl, East Indian Laurel and White Holly. The cork is especially recommended for sleepyheads who, aroused by the alarm, toss the disturber into the bathtub.



Through its field staff, and through Ross Federal Service research workers, SALES MANAGEMENT will periodically ask consumers to name branded products which, in their opinion, could be improved from the standpoint of either the product itself or its package. Some of the suggestions made will, of course, be impractical. But others may have definite value, and, if followed through, might result in a greater measure of approval from all consumers, and thus lead to greater sales. The editors hope manufacturers whose products "turn up" in these investigations will accept the suggestions in the right spirit and will not construe the presentation of them as any attempt to place their products in an unfavorable light.

The first four suggestions—all from women who are housekeepers—all concern packages. As nearly as possible, we have preserved the consumer's words:

**Slippery Ammonia:** "This A. & P. ammonia bottle," reported Housewife No. 1, "needs gripping space. It's quite all right when dry, but has Mr. A. & P. ever tried to hold this bottle with its all-round edges, in *wet* hands, or in wet rubber gloves, and attempted to pour a little of its contents without disaster? A large bottle of it slid out of my hands and broke on the kitchen floor last week. The fumes were so strong I nearly fainted trying to clean up the mess."

**"Prettier" Face Powder:** "I do not think Ayer's face powder package is good looking enough to keep it on my dresser," Housewife No. 2 told SALES MANAGEMENT. "I therefore keep it in the medicine cabinet. Somehow it looks very old-fashioned beside modern perfume bottles and other toilet table things."

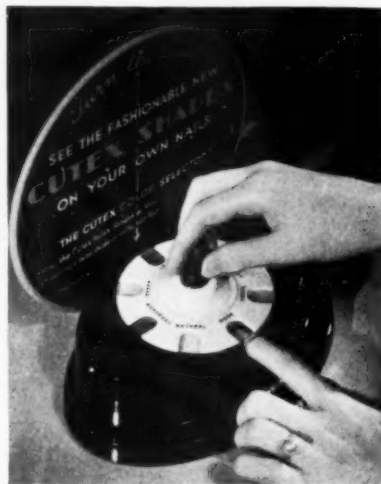
**Wasted Baking Powder:** What motions does a woman make when she uses baking powder? Housewife No. 3 told us. "She plunges a spoon into the can, withdraws it heaping full, takes a knife and levels it off, attempting as she does so to return the superfluous powder to the can. But the mouth of this Royal can is too small. While it's easier to open than the old slip-top type of can used to be (ever so much easier!) it still is not right. The powder taken off in leveling spills either outside the can, or onto the circular track around the opening. More often than not you can't get it out of the groove into the can again, so you put on the lid and shake it out into the sink, thus wasting some at every time of use."

**Unidentified Syrup:** Housewife No. 4 begs Corn Products Refining Company to label their products more clearly. She said: "One Saturday night recently I went into my grocer's, asked for a can of white Karo. I said, 'I've forgotten whether the white syrup is in the blue label or the red label can.' The grocer didn't know either. He gave me the blue can. When I wanted to use the product on Sunday I opened it and it turned out to be brown instead of white syrup. I carefully looked at the label and there wasn't a single word on it to say what kind of syrup was in the can. Since it was Sunday and the stores were closed, I couldn't make the dish I had planned to prepare. Later, I discovered the labels on the red can say 'Karo—Crystal White.' Why not a similarly helpful identification on the blue can? Surely it's difficult for consumers to remember which is which between the red and blue labels."

[584]



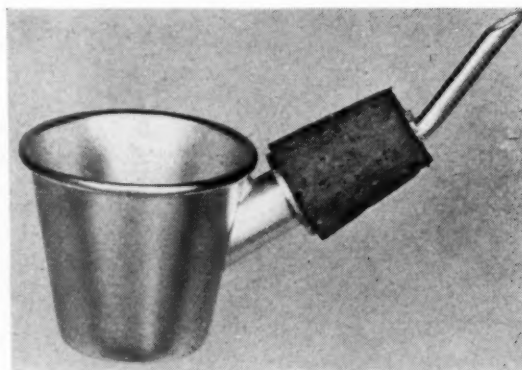
These four packages were among those mentioned by consumers in the first of SALES MANAGEMENT's "inquiring reporter" investigations concerning products and packages. Each was found unsatisfactory in some detail by housewives interviewed. See their comments in adjoining column.



**What Color Fingernails?:** Customers can try several shades with the Cutex "Color Selector" by merely rotating the disk. In these days when fingers must match dresses that's a great help to buyers, who do not run the risk of getting the wrong hue. A Bakelite base supports the metal sign.



**Royal Tanner:** Gals who aspire to a toasted complexion can smooth on this oil and stage—all while sniffing the Abano odor with which it's scented. Prince Matchabelli is the creator.



**Thrift-T-Jigger:** This liquor measurer never cheats, or wastes a drop. Placed on the neck of bottle or decanter it is filled by tipping until exactly one jigger runs out, then it automatically stops. It comes in silver plate and with a gold wash. Hanna Metal Products Company, Chicago, is the maker.

SALES MANAGEMENT





# Modern Design



SEEKS BEAUTY IN SIMPLE FORMS AND RICH MATERIALS



**T**HE ornate table service may have a beauty of its own, but it is unsuited to this practical, fast moving age. Modern designers have discarded elaborate ornamentation, and for beauty rely upon attractive line and form, supplemented by the inherent beauty of the materials used. The Bakelite Molded tray shown, for example, was formed in one molding operation, with the silver decoration firmly embedded. The high lustre surface was also acquired in the polished mold, from which any number of reproductions can be made.

The adaptability of Bakelite Materials to the faithful interpretation of

the artists' designs, their attractive colors and rich lustre, their light weight and unusual strength, their resistance to water, oils and most chemicals, and the practicability of accurate reproduction in unlimited quantities, makes them ideal from the standpoint of both designer and manufacturer.

Bakelite Molded is but one of many Bakelite Materials. There also are laminated materials in sheets, rods, and tubes, transparent materials in a wide range of colors and tints, technical varnishes, enamels and cements, synthetic resins for air drying paints and varnishes, flexible resinoids for

treating and moisture-proofing fabrics, and a number of others. There is an opportunity to use one or more of these materials to advantage in almost any product.

Our new editions of 26L, "Bakelite Laminated", and 26M, "Bakelite Molded" contain interesting illustrated descriptions of Bakelite Materials and their uses, and may suggest opportunities for you to use them in your own products. Your request will bring copies by return mail.

Photo shows a fine example of Sheffield Plate (Courtesy Metropolitan Museum of Art) and a modern serving tray of black Bakelite Molded, with silver inlay.

BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. . . . 43 East Ohio Street, Chicago, Ill.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

## BAKELITE

REGISTERED U.S. PAT. OFF.



"The registered trade marks above designating materials manufactured by Bakelite Corporation. Under the symbol 'B' is the trademark sign for safety, or unaltered quality. It symbolizes the reliable number of present and future uses of Bakelite Corporation's products."

THE MATERIAL OF A THOUSAND USES

JUNE 15, 1934

[585]

# COLOR

made an **OUTSTANDING SUCCESS**  
of this **Best Foods—Del Monte Campaign**



O quote Mr. E. F. Hudson, Division Sales Manager of Best Foods, Inc. . . . "the Asparagus Festival, for which you carried color advertising, was an unusual success . . . in fact, I may go so far as to say that your efforts in our behalf set a new high record."

The advertising, run on facing-pages, as shown herewith, took full advantage of the Dominating Value of COLOR in the regular week-day black-and-white pages of Pacific Coast newspapers. It was supported by unusual merchandising work, done cooperatively by salesmen of the two companies and by the trained men of the newspapers.

Results were, literally, phenomenal. 1,760 CARLOADS of fresh asparagus were sold . . . nearly five times more than in the corresponding period last year. In addition, the retail price was substantially raised; for example, an increase of 2c a pound in Seattle.

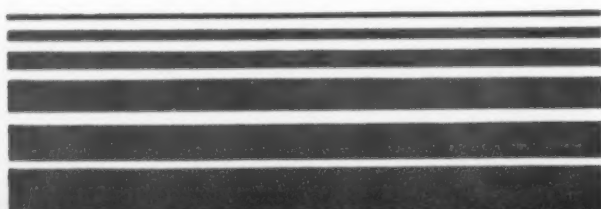
Remarkable as these results seem, *they are not unusual*. Many similar successes have been achieved through a clever marketing idea, sold to the public and to retailers through the overwhelming DOMINANCE of COLOR in DAILY papers.

To hit upon a suitable idea for your product . . . and to secure details of the low cost of Color on the Coast . . . simply call the nearest Boone Man.

## LOS ANGELES EXAMINER

Basic paper of the Southern California Market, where 890,000 families spend \$1,757,620,000 through 44,000 retailers, or 39% of all retail sales on the Coast.

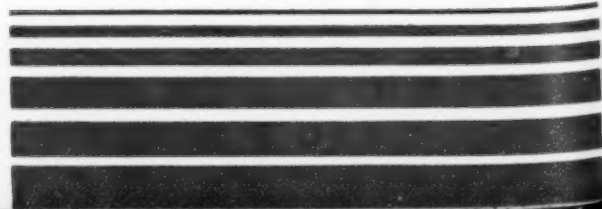
THE LOS ANGELES EXAMINER offers exceptionally fine COLOR printing in its regular daily editions . . . one color and black in half pages, or more; two colors and black in full page units.



## SAN FRANCISCO EXAMINER

Basic paper for selling the 725,000 families who make up the Northern California Market . . . spending \$1,497,130,000, or 33% of all retail business of the Pacific Coast.

COLOR is available in the SAN FRANCISCO EXAMINER, in the same units as in Los Angeles. In all three newspapers; complete plates are furnished without charge.





# THE COAST

SS  
gn  
spar  
... in  
ord."  
ge of  
es of  
done  
pers.  
sold  
etail  
have  
ugh  
t of

**Asparagus Salad Heralds Spring**  
CREATION IN VEGETABLES



**Why Not Be Prepared for Unexpected Guests?**

**FISH IS WHAT YOU MAKE IT**

**2 WAYS TO COOK NEW NUT LOAF BEAN SPROUTS! RECIPE FOUND**

**Maple Flavored Baked Custard**

**For That Delicate Melting Flavor! LUE'S HAM**

**A TIP from good cooks**

**What a happy combination!**



**Tender ASPARAGUS TIPS**  
— garnished with mayonnaise!

YES—a happy combination indeed, and one that's especially welcome on spring-time meals!

**DEL MONTE ASPARAGUS**

**New Foundation for Creamed Dishes**

**CHIPPED BEEF GRAVY PLACED ON MELBETTS**

**NEW AND TASTY MAYONNAISE AD TO ANY MENU**

**You Always Have Time to Make Hot Biscuits**

**Add Grated Cheese to Your Spread**

**HOME FREEZE**

**BANANA CARROT SALAD PLEASES**

**GLOBE**

**BISCUITS**

**DUMPLINGS**

**SHORT CAKE**

**NUT BREADS**

**COMPLETE BISCUIT FLOUR**

**COBBLERS**

**MEAT DIES**

**A Thrifty Short Cut TO 'A' MEALS**

**GLOBE GRAIN AND MILLING COMPANY**

**ASPARAGUS FESTIVAL!**

**WELCOME TO SPRING!**

**ASPARAGUS IS KING!**

**BEST FOODS MAYONNAISE**

**Add 6 Extra Health Benefits**



## SEATTLE POST-INTELLIGENCER

Basic paper of the Seattle Market box, whose 1,155,663 population represents 74% of the whole state and spent \$568,960,000 yearly . . . Seattle, with its two sister markets of California, buys 85% of ALL goods at retail on the entire Coast.

The SEATTLE POST-INTELLIGENCER, backing its COLOR printing with the very unusual type of marketing cooperation given by Hearst newspapers, has won exceptional sales results for a score of advertisers.

NATIONALLY REPRESENTED BY  
RODNEY E. BOONE ORGANIZATION

# Industry Joins School Managers to Rebuild "Biggest Business"

SOMETHING is to be done about "The Forgotten Children in America," the 3,500,000 of school age squeezed out of school for lack of building space and equipment.

They are to be paraded—metaphorically—before the nation this summer to stir up the country to the fact that schools need huge expenditures to get them back into good running condition.

This business promotion campaign for makers of building materials, school equipment and books centers around a national convention and exposition in the New York Port Authority Building August 15 to 24—the first national "Schoolview" and "Schoolmart" ever held in the United States.

While little money is available to the National Association of Public School Business Officials and the Joint Committee of Teachers Associations for promoting the movement, industry is backing it through a growing national advisory committee headed by Thomas J. Watson, president of International Business Machines Corporation. Teachers College of Columbia University and New York University's School of Education are also cooperating.

The problems of starved schools are to be discussed for 10 days at the Schoolview by educational administrative authorities and by representatives from companies whose activities include school architecture, construction, business management, accounting procedure and so on.

Concurrently will run the Schoolmart whose exhibitions of modern school equipment and methods will demonstrate what can be done for schools.

About 500 school business managers are to be in New York during those days for the twenty-third annual convention of the National Association of Public School Business Officials. Nearly 30,000 summer students in New York colleges and universities, many of them school officials taking special and graduate work, also are counted on to swell attendance. Wide public interest in the better-schools movement is expected to draw into New York a great many citizens from all over the East who have their fingers on school business in one way or another. Theodore Fred Kuper, executive manager of the New York City board of education, will be general director of the whole enterprise.

The movement, gaining headway every week as new interests come actively into it, is beginning to spread the basic story. American schools have suffered fearfully during depression. At least 25 per cent of the 250,000 school buildings need modernization. Whereas nearly \$3,000,000,000 a year normally was spent for new buildings, only \$9,000,000 was invested during the first quarter of last year. The decline in text book purchases alone, in 1933, through lack of funds, totaled over \$5,000,000.

In spite of the 3,500,000 boys and girls of school age excluded from school by lack of facilities, enrollment has increased throughout the land. High school enrollment alone grew from 4,000,000 in 1933 to a little over 5,000,000 this year—pupils whose educational requirements are in the high cost category.

Thus a huge potential business in construction and equipment of schools appears on the horizon of suppliers of every sort, according to the sponsors of the Schoolview and the Schoolmart.

The public is not altogether indifferent. School construction already has begun to rise steeply. Dodge con-

struction figures for the first quarter of 1934 show a 700 per cent increase in school building operations. Contemplated construction reported during the period totals \$117,845,000. This figure far exceeds contemplated construction in categories of "commercial," "factories," "hospitals," "public buildings," "religious and memorial," and "social and recreational," each of which has made great improvement this year.

Progress in the rescue movement for schools is covered by Dr. John K. Norton, head of the National Committee on the Emergency in Education, thus: "Already the Joint Committee on the Emergency in Education is receiving reports from all over the country that certain communities are restoring budgets, that salary schedules are being restored, that more adequate funds are being made available for the purchase of supplies and equipment which are badly needed in our schools and which have been so neglected."

General publicity of many sorts will continue to tell the story of the need and of what is now being done about it, not only to sell all of the \$70,000 worth of space in the Schoolmart exposition floor but also to create continued interest in education—"America's biggest business in the sense of its far-reaching importance in our national life."

## How Industries Are Budgeting Code Costs

Trade associations are using diverse methods for taxing their members to cover code costs. Joseph Gooch, Jr., calls attention to fourteen submitted recently—each figures on a different basis:

Industry	Budget	Basis of Tax
Washing & Ironing Machine Mfg. Industry .....	\$ 27,400.00	3c. on all machines, both washing and ironing, sold.
Medium and Low Priced Jewelry Mfg. Industry .....	30,000.00	Graduating scale based on number of employes.
Paint, Varnish & Lacquer Mfg. Industry .....	61,712.89	1/20 of 1% of 1933 sales.
Canvas Goods Industry .....	74,400.00	1/2 of 1% of 1933 sales.
Rayon & Silk Dyeing & Printing Industry .....	176,400.00	1/12 of 1/2 of 1% of 1933 sales.
Fertilizer Industry .....	219,929.00	1/10 of 1% of 1933 sales.
Metal Window Industry .....	40,000.00	5/8 of 1% of 1933 sales.
Gray Iron Foundry Industry..	107,923.40	Assessment of 50c. on each \$1,000 of net sales.
Rubber Manufacturing Industry, Rainwear Division .....	56,278.14	Financed through NRA labels to be affixed to products. Price—\$10 every 1,000 labels.
Lace Manufacturing Industry..	14,860.00	1/4 of 1% of 1933 sales.
Trade Mounting & Finishing Industry (Graphic Arts Code)	60,000.00	.857 for every \$100 of net sales.
Coffee Industry .....	75,000.00	Assessment based on bags of green coffee roasted.
Reinforcing Materials Fabricating Industry .....	61,709.58	\$3.00 per \$1,000 of Invoice Value.
Ladies' Handbag Industry....	166,666.00	1/3 of 1% of the dollar sales volume.





“  
*But Mother...*

**I always use prepared  
biscuit flour now”**

**T**HIS younger housewife is playing a vital part in advertising plans which have volume sales as their objective. Hers is the plastic mind of twenty-five, the important age when buying habits are forming.

Just as she buys a new kind of magazine . . . SERENADE, NEW MOVIE, HOME, TOWER RADIO, MYSTERY . . . written in a new quicker tempo by the best authors in America, so she is quicker to respond to new products, to new recipes, to news about time-saving home equipment, than the older housewife whose buying habits are settled. Each month, 1,300,000 copies of Tower Magazines are purchased in the Woolworth Stores and selected newsstands . . . a 100% voluntary circulation, every copy for cash . . . directed with scientific accuracy into your most profitable markets, the 1269 tested key markets where 75% of all retail buying is done today.

Manufacturers of cereals and canned goods, shortenings and flours, sauces and condiments . . . Tower Magazines offer you *new prospects . . . new profits!*

**Writing in Tower's Quicker Tempo**

*Konrad Bercovici, Elaine Sterne Carrington, Thyra Samter Winslow, Alice Douglas Kelley, Frederic Van de Water, Will Irwin, Frances Parkinson Keyes, Princess der Ling, Margaret Sangster, Ellery Queen, Stuart Palmer, are a few of the many skilled craftsmen who appear in this month's issue of Tower Magazines.*

**TOWER MAGAZINES, INC.**



Here's Real Cooperation: Instead of trying to grab all the display space for itself, John Puhl Products Company, Chicago manufacturer of Little Bo-Peep ammonia and Little Boy Blue bluing, believes in displays of related items. So do dealers, who have found that housewives who notice a group of wash day needs are often reminded to buy several items, where they might otherwise ask only for one. Of course, Puhl products are in the center spot in the exhibit shown above, but non-competing brands get almost equal prominence. Puhl is so pleased with retailers' and jobbers' response to this idea that it is planning further displays of this nature to be based on various household activities.

## Onyx Appoints Wholesalers in New Selective Selling Plan

**N**EW sales life for the Onyx brand of women's full-fashioned hosiery is expected under a new selective distribution policy launched May 15. The Onyx brand dates back fifty years, and has always been sold direct to the retail trade. There will eventually be appointed about fifty wholesalers each of whom will be the exclusive distributor in the respective territories. Almost twenty-five of the eventual fifty have already been chosen.

Onyx Hosiery, with large mills located in Dover, New Jersey, and New York, has formed the National Onyx Sales Corporation, which firm is in charge of all sales and distribution, with David Jacobs, veteran selling agent, as president, Patrick D. Murphy, vice-president; George L. Brill, secretary, and Edward D. Merikle, treasurer. Headquarters of the sales company have been opened at 345 Broadway, New York. Flint Garrison, director general of the Wholesale Dry Goods Institute, is largely responsible for the new Onyx plan.

"Until now," explains Mr. Brill to

SALES MANAGEMENT, "Onyx has been sold direct to retail trade. We decided to bring the wholesalers into the picture," he adds, "because we felt the position of both of us would be improved by this move. The sale of the better grades of women's hosiery has in recent years been absorbed largely by the strong nationally known and advertised brands sold direct to the retail trade.

"We firmly believe that the wholesaler needed the aid of a well-known brand to bring this type of business within his reach. We decided that recently more stabilized conditions warranted immediate action, so that the wholesaler as well as the manufacturer could reap the full benefits of improving conditions.

"The wholesaler is again ready and very willing to function, and can do so profitably. During recent years of falling prices, wholesalers could not afford to carry large stocks, due to constant shrinkage of inventory values, but now that everything points to price improvement, the wholesalers are carrying on successfully, and we have

the utmost faith in them for a long pull. Many of them fell by the wayside, but we feel that most of those who have survived are good wholesalers.

"From our standpoint, we are confident that our distribution will be more thorough and effective and economical than ever before. There are many reasons for this, most of which are self-evident. Instead of one or at most a few stock rooms which formerly served the retailer, under the new plan, there will be fifty, located in every section of the country. If every wholesaler has an average of ten salesmen, with our fifty distributors, it will mean a corps of about five hundred men showing and selling Onyx to every desirable retail merchant. This, of course, would be impossible for us to do ourselves. Even if we had district managers in a dozen large cities we could not understand the needs of the trade, nor meet them so readily and economically."

"Speaking more specifically of the plan itself, even in the largest territories the arrangement is exclusive—one wholesaler for each territory," Mr. Brill pointed out. "Individual territories are definitely determined to avoid overlapping. We should prefer to have a small section not covered, temporarily, than to have two of our wholesalers conflicting in any section.

"Some of our wholesalers are hosiery specialists, some hosiery and underwear, and others general dry goods houses. A number, of course, carry their own private hosiery brands. In giving them exclusive representation of the Onyx line in their territories, we do not intend, nor stipulate that they concern themselves with our line to the exclusion of all other hosiery products.

"We do, however, stipulate that they carry no other nationally advertised lines to conflict with Onyx, though we do not object to their carrying occasional items from other hosiery mills, under other brands; and we do insist that we be the sole judges at all times, as to whether or not their interests in other hosiery products may be prejudicial to the proper distribution of Onyx. Neither do we specify any minimum quantity a wholesaler must buy, but we do insist that they carry the complete Onyx line, and we see to it that they have enough in stock at all times, to render proper immediate service of all styles and up-to-date colors."

Onyx intends to support the wholesalers with a campaign of consumer advertising in newspapers, magazines and car cards, and an advertising agency will be announced soon.

SALES MANAGEMENT



?

Shall we consolidate those two Southern territories?

?

Shall we place our goods with a broker in Denver?

?

How can we put Frazer's territory in the black?

?

Should we broaden our line?



## Questions every sales manager faces

THIS is an era of shifting markets, changing sales-policies, sharp competition. The sales manager is confronted daily with questions that demand immediate, positive answers. Where is he going to get them? Figures, gentlemen, don't lie! There is no substitute for an intelligent sales-analysis, based on *complete and accurate* figure-information.

The Comptometer—Peg-Board method of analyzing sales gives you your figure-information *when* and *as* you want it. Quickly—in

time for speedy decisions—you get such vitally important facts as:

*Sales by commodities*

*Sales by territories*

*Sales-cost per dollar of sales*

*Salary and traveling expense per dollar of sales*

*Average profit per dollar of sales*

*Profit per commodity*

There is virtually no limit to the variety of information you gather with the Comptometer—Peg-Board method. Moreover, you get it at

low cost. Yearly savings of from \$5000 to \$10,000 in office expenses are not extraordinary for Comptometer installations.

Will you send for a free copy of our folder: "A New Method of Compiling a Sales-Analysis"? You'll find this method a valuable aid in solving many perplexing problems. If you prefer, telephone our local office, or write direct, and we'll have a Comptometer man call to explain the method. Felt & Tarrant Mfg. Co., 1730 N. Paulina Street, Chicago, Ill.

# COMPTOMETER

(TRADE MARK)

*PROFIT-PRODUCING FACTS  
FROM ACCURATE FIGURES*

## Brewers, in 200,000-Call Survey to Find What's Holding Back Beer

**T**O find out "what is happening to beer sales, what factors are holding back increased sales, what can be done by the industry as a whole to increase the general market for each unit brewery," the United States Brewers' Association is starting out to put four questions before each of 250,000 people.

The questions are:

1. Which alcoholic beverages do you drink?
2. If you don't like commercial beer, please state why.
3. Do you drink more or less beer since repeal?
4. Are you now making home brew?

One does not sign his name to the card, but he is supposed to write in his city and state to aid the association in determining regional preferences, problems and opportunities.

One is supposed to answer the first question by putting after "beer" or "wine" or "liquor" number 1, 2 and 3 in order of preference, or to indicate the fact if he does not drink at all. If he does not like commercial beer, he is given a line and a half in which to state why.

The quotes above are from C. D. Williams, veteran secretary and executive head of the association, who has been feeling its promotional pulse for several months. Beer, which flooded forth like Niagara a year ago, has become a rather mild and desultory sales stream since repeal.

### To Woo Young Quaffers

Introduction of beer of higher alcoholic content has not successfully met the competition of wines, cordials, whiskies, gins, rums and what not. Mr. Williams and a lot of the 700 brewers of the country feel that a cooperative advertising campaign with an expenditure of "at least \$1,000,000 a year" is needed. He is in favor of a Ten-Year Plan for the promotion of beer drinking, directed largely at the 30,000,000 young people who have come of age since the last "normal" beer year.

The executive board of the association, headed by Jacob Ruppert of New York, meeting in Chicago a few days ago, authorized the appointment of a Market Study Commission and of Fred Millis as directing head of the survey. Mr. Millis is a specialist on cooperative programs, known for

his work with the Laundry-owners' National Association, Florists' Telegraph Delivery Association and other bodies. The study is under the supervision of the publicity and advertising committee of the association, of which Christian W. Feigenspan of Newark is chairman. Headquarters of the Market Study Commission are in the Union Title Building, Indianapolis, with Robert E. Hall in charge there.

"A great deal has been said about cooperative advertising as necessary to sell the American public on beer," Mr. Williams explains. "We want to check on the impression that 30,000,000 younger people are not sold on good beer because they don't know anything about it. We want to get the complete, unbiased picture of beer."

### Cover Diverse Communities

One hundred and ten men are being employed to canvass people in "at least 1,000 cities and towns" in the next few months. Cooperation of newspapers, beer trade papers and brewers also is sought, in getting answers on questionnaire cards. In addition to the general survey, "complete canvasses will be made of representative smaller cities in three different middle western states. These cities are Danville, Illinois; Lexington, Kentucky, and Springfield, Ohio—chosen because of the great difference in the makeup of their populations. One is a coal mining city, another a farm buying center with a high negro population, and the third a manufacturing city. Large areas of the poorer, middle class and better class sections will be completely checked."

Another phase of the survey covers the industry itself. H. C. Fuerstenberg is now doing much of this work—contacting with brewers, in turn, in Cincinnati, Pittsburgh, Buffalo, Cleveland, Detroit, Chicago, Milwaukee, St. Paul, Minneapolis and other middle western cities. Mr. Millis will do a similar job with eastern brews in the next few weeks.

The survey will be completed the last of August. The results and the conclusions drawn from them will be passed on by the board of directors, for presentation at the annual meeting of the United States Brewers' Association in October. The advertising program is expected to be definitely determined then.

## Hawaiian Growers Unite to Promote Pineapples in Big "Summer Energy" Drive

With major objectives attained during the first two years of its operation, the Pineapple Producers Cooperative Association now starts an advertising barrage to keep sales of Hawaiian canned pineapples at high levels throughout the summer.

Food pages in 41 newspapers of 33 cities, a color schedule in the *American Weekly* and outdoor posters in 44 metropolitan centers present the selling messages to an estimated 73,000,000 people daily. Trade journals in the grocery field are also employed.

"Canned Hawaiian pineapple for summer energy" is the theme song of the campaign. This health appeal has materially jumped canned pineapple consumption since its inauguration in November, 1932. Sales increases of from 75% to 200% are reported by chain and independent retailers.

The present situation is in cheerful contrast to that of August, 1932, when the pineapple cooperative was established. At that time, production in the Islands had reached a point well beyond the needs of a public whose buying power had been severely curtailed. The Association's first move was to limit the pack; its second was to launch a national educational and merchandising drive to dispose of current and surplus stocks.

Four accomplishments resulted:

First: Surplus stocks were well cleared out during the first season and the limited 1932 pack moved into distribution.

Second: A substantially larger production in 1933 was thus made possible.

Third: Market conditions have steadily improved until it now appears likely that heavy losses suffered by the pineapple growers during several years of disastrously low prices will give way to profitable operations—in most cases during the present year.

Fourth: Employment in Hawaii has been increased and thousands of additional workers will be used this summer, when packing begins. The bulk of the fruit is harvested and canned during June, July and August. Recent reports from the Islands state that some 19,300 men, women and children will get on the \$2,900,000 payroll for the packing period.

The extent of the 1934 pineapple pack has not yet been determined, but recent announcements by the producers indicate almost a clean sweep of the 1933 pack of some 8,000,000 cases.



# ADVERTISING WELL DIRECTED

## *Wins New Awards*



The consistent winning of awards over a period of years, and against keen competition, inevitably must be accepted as a mark of distinctive merit.

It is for this reason that Campbell-Ewald Company is rather proud of the record it has made in the several lines of advertising activity in which creative ability is authoritatively judged and recognized.

At the National Exhibition of Poster Art held annually in Chicago, Campbell-Ewald has won over a period of three years a majority of the major prizes—two first prizes, two seconds and one third—five prizes out of a possible nine—with more than 300 posters competing each year. This in addition to eleven honorable mention awards.

At the Art Directors' Exhibition in New York also, Campbell-Ewald has been among the prize winners for three consecutive years—and this year won two of the five medals that were offered—one for excellence of design—the other for photographic composition.

At the Annual Display of the Direct Mail Association, this company has won repeated recognition—and this year again was awarded two diplomas for distinctive merit in Direct Mail campaigns.

Campbell-Ewald mentions these achievements, not in any spirit of boasting, but merely as an indication of the outstanding creative ability that has been assembled in this organization for the benefit of its clients.

Creative ability, however, is only one factor in Effective Advertising Service—as interpreted by Campbell-Ewald. It is the finishing touch... back of it, and giving life to it, must be clear thinking, based on wide experience—knowledge of markets, knowledge of people—highly developed sales promotion—constant research.

Without these essentials creative ability is merely a pretty picture painted on smoke.

"Advertising Well Directed" starts at the beginning and follows through until advertising dollars come trouncing back with profit to the advertiser.

*Campbell-Ewald Company will enjoy discussing individual problems with any who are interested in Advertising Well Directed.*

## CAMPBELL-EWALD COMPANY

HENRY T. EWALD, PRESIDENT

General Motors Building, Detroit

NEW YORK CHICAGO • LOS ANGELES SAN FRANCISCO PORTLAND TORONTO MONTREAL

JUNE 15, 1934

[593]

Ross Federal Service, Inc.  
6 East 45th Street,  
New York City

April 24, 1934

SALES MANAGEMENT  
Major Purchase Survey in Mich.

1. Does your family have more, less, or the same amount of money to spend as last year? More ☒ Less ☐ The same ☐

2. How much more or less, in percent, do you have to spend than last year? % increase ☒ or decrease ☐ (check which and indicate approximate percentage change by checking the proper space)  
10% ☐ 20% ☐ 30% ☒ 40% ☐ 50% ☐  
More than 50% ☐

3. What major purchases do you intend to make during the next six months?  
New car & remodel house

4. Are you now buying any products on a deferred payment plan? Yes  
If yes, what products? Electric refrigerator

5. What product (or products) not now sold on a deferred payment plan would you buy if you could purchase it on reasonable monthly payments?  
Representative medical service

6. What new electrical appliance not now on the market is needed for the home, in your opinion? Electric clothes dryer

Name R. L. Barron  
Address ~~2222 10th Ave~~  
City Detroit Mich  
Occupation of head of family Die maker  
Field Representative L.F.J.

How Ross men gathered the information in the accompanying survey.

## How Are Michiganites Going to Spend Their Increased Incomes?

(Continued from page 566)

This question did not yield a high return, for 92.6% had no suggestions to offer. The largest number of products named were those now sold on that basis—automobiles, refrigerators, radios, furniture and the like. The editors were puzzled. Did the Ross Federal investigators slip up in some way in asking this question? Or, were many consumers so dumb that they didn't know they could buy these articles on time? We made a check-back which brought to light an interesting point of view. The Ross man had done their work with customary precision. The consumers knew that such articles could be purchased on the installment plan—but scores of them put a special emphasis on the word "reasonable" in the ques-

tion, and their answers meant "I would buy these things if they were available on *reasonable* (as to extension of time, of payment, interest charges, etc.) monthly payments."

Among the less ordinary products mentioned were coal for winter, portable air-conditioners, preventive medical service, and a case of whiskey.

### New Electrical Appliances

"What new electrical appliance not now on the market is needed for the home, in your opinion?"

Twelve per cent had some kind of an idea—some fantastic and impractical; some suggesting products which are on the market but about which they apparently knew nothing; some

which seem sound and practical.

Nearly a third of the suggestions had to do with improved electrical heating equipment. Workable television came next, but was virtually tied with economical but effective air-conditioning, each getting about 12½% of the total votes. Among the others were electric:

Clothes dryer

Mixer and beater of two-quart capacity

Water softener

Dish dryer

Wall cleaner

Washer for the bathtub(!)

Wall bed

Spade

Television enabling person in rear of house to see caller at front door

Compact trouser presser

Nail file

Floor mop with suction and polisher

Robot to clean house!

Duster

Home heating plant to utilize waste heat from cooking and lighting.

Window opener

Window raiser

Pocket heater for winter

Bath brush

Door openers

Automatic stairway

Dishpan warmer

Auto duster

Lawn mower

Finger nail buffer

Shoe shine machine.

Will the inventors among our readers now get busy and fill these wants?

## Sheffield Links Educational Movie and Radio Program

The Sheffield Farms Company is using educational motion pictures showing modern methods of milk production and distribution. These pictures are shown regularly in schools and before cooking schools, women's clubs, etc. Taking advantage of the circulation reached by means of the films, the Sheffield company had another, short length of film prepared announcing a radio program, and spliced it at the end of the regular films.

This announcement, which on 16 mm. film runs about fifty feet in length, tells that the broadcast, "Once Upon a Time," can be heard on Tuesdays and Thursdays at 5:15 P.M. over WOR. To hold the interest of the audience, flashes are shown of the WOR studio, the transmitter and the announcer at his microphone. The type of program is described by short flashes of the fairy stories which make up the broadcast.

SALES MANAGEMENT



CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

# WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

Form 1204

CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

RECEIVED June 4 From DETROIT Where the Trend is to the TIMES

FLASH !

To manufacturing, sales and advertising executives

FLASH !

This issue SALES MANAGEMENT contains interesting facts about Detroit now one of the most active consumer markets in world STOP A market in which any advertising program scheduled for but ONE newspaper can be wrong TWO ways STOP First if appropriation and distribution permits use two papers then any one paper schedule is wrong STOP Each evening medium offers about forty seven per cent coverage recognized retail area and both should be used for the combined coverage of over ninety per cent STOP Second if distribution and budget permit but one paper schedule STOP Any selection other than DETROIT TIMES is wrong as DETROIT TIMES now offers greatest coverage at lowest milline by far STOP And maximum efficiency and economy available only through DETROIT TIMES is most important whether one or two papers are used STOP For full details call the RODNEY BOONE ORGANIZATION

THE DETROIT TIMES

# SM's Three-Minute Report on What Washington Is Likely to Do

Washington, D. C., June 11, 1934

**W**AGNER! An intriguing character sitting on a bomb—his Labor Bill. Advertising and merchandising men may wonder how this funny, little dynamic fellow affects them. What is the stir about his bill?

Come to Washington and sit in the lobby of the "lobbyists club," the Mayflower Hotel, and watch Steel, Automobile, Copper, Oil and other industrial magnates file through. Worried is a mild word. They are frantic; trying to impede a measure which would cost, according to them, thousands or millions a month in ratio to their rating if labor succeeds in driving home this final wedge.

Pivot of social legislative program is this bill. Big interests have been fighting measure from every angle—letters and telegrams to Senators and Representatives—sending of prominent manufacturers to register opposition at hearings on bill—lobbying—propaganda through trade associations, chambers of commerce, and the press. No price is too much to pay. Industry fears power organized labor would have if bill passes.

Steel workers have threatened to strike on June 16. If Congress has not flown in desperation before this reaches the press, and the strike has not been settled, a substitute for the Wagner Bill is almost a certainty.

## Why Labor Is Restless

Political situation precipitating this struggle has reached new high pitch. Labor is restless. Wants shorter hours, higher wages to meet increased costs of living brought about by NRA and AAA. Drought conditions have further aggravated situation. Question is whether to avoid risking further antagonism on part of big industrialists who bitterly oppose additional social legislation or say: "To hell with you! Country can't wait until you have become educated to need for reform measures. Government will educate you now and you'll like it."

Important recommendation has just been made by National Economics and Planning Council. Council wants thorough study by Bureau of Foreign and Domestic Commerce of internal debts of United States. Council recommendations usually followed. Study would show real ledger condition of American people and would provide basis for social and economic planning.

New director of Bureau of Foreign and Domestic Commerce, incidentally, is Claudius T. Murchison, Columbia, Ph.D., formerly professor of economics at North Carolina University. Says Bureau will have to develop "technique of flexibility" to meet changing needs of economic situation. Looks like good man. Incidentally the real reason why Thorp was not confirmed by the Senate Commerce Committee had little or nothing to

do with politics. Thorp received only one endorsement from a business man—the rest were from college professors and economists.

## Jam Throws Copeland Bill Out

Copeland Food and Drug Bill still has "some good kicks" in it, say members of Senate Commerce Committee. Committee has just *unanimously* reported four new amendments relative to classification of products (makes toothpastes drugs rather than cosmetics). Much of previous opposition to bill has dissipated. However, legislative jam makes passage impossible now.

Big development in marketing during last week was abolition by NRA of price-fixing provisions in codes. Should be big boost for smaller manufacturers and producers who claimed they could sell for less and make fair profit. Should bring them back into field of advertising which many temporarily abandoned inasmuch as price, their big sales talk, could no longer be used.

## Darrow Unwittingly Helps Advertising

Darrow report opened way for this step. It asserted that big units controlled price structures through major representation on code authorities. Caused strong public indignation against price-fixing provisions. Previous studies by research division of NRA had already shown harm of price-fixing but NRA could not follow recommendations without something sensational (like Darrow findings) to pave the way.

Has been definitely shown that price-fixing provisions of NRA have helped larger units of industries most but have hurt business in general. Proof was reflected in poor showing of department store sales, which in many cases were less in volume of goods sold than in previous years. Result of latest NRA action therefore should be *good*.

## Roper Helps Marketers

Department of Commerce, working full steam on various marketing studies under excellent administrator, Secretary Roper, making important contributions to advertising and selling. For example:

With cooperation of General Federation of Women's Clubs, Department has just concluded survey of the consumer viewpoint on returned goods. Findings reveal need for standardization and quality grading.

By time this is read, Department will have made public results of findings of 8 states in Census of American Business. Enables manufacturers to check past experiences with experiences of retailing as a whole from 1929 through 1933. Later on, Department will tabulate retail sales by classes of merchandise. Within six weeks will publish preliminary U. S. Totals for retail sales from 1929 through 1933.

*Hawk*

SALES MANAGEMENT

Major Bills Insisted Upon By Roosevelt  
TARIFF BILL VOTED BY SENATE, 57 TO 33; ADJOURNMENT DINGS  
U. S. SEEKING \$800,000,000 IN NEW FUNDS  
Half Million in 21-8 P. C. Balance in  
BRAIN TRUST FOES BALKED BY BILL  
Republicans Split Helps Pass Huge Relief Bill  
URGENT REPUBLICANS TO WRITE LETTER  
BRAIN TRUST FOES BALKED BY BILL  
DIVIS IS ORDERED TO LONDON PARLIAM  
PRESIDENT OPPOSES WATERWAY ACTION  
ICKES FAVORS BILL OF DISNEY TO CONTROL OIL  
Republicans Near Accord On Program  
Claims Settlement Made With Mexico  
Tariff Bill With Roosevelt Rate Never Passed  
SENATE REPUBLICANS LOSE FIGHT TO LIMIT COPE OF TARIFF BILL  
THE DAY IN WASHINGTON  
President to Listen More To Business?  
UNIONS ARE PLEDGED POLL AS ROOSEVELT SIGNS CODE ON STEEL  
Supreme Court Nullifies Part Of Economy Act  
STOCK MARKET BILL REPORTED TO SENATE  
OUTLINES ROLE OF BRAIN TRUST  
ICKES STATES HIGHER CRUDE PRICE IS GOAL OF OIL CONTROL BILL  
Code for Steel Is Modified to Meet Criticism



## Snapshots

**WILLIAMS OIL-O-MATIC Heater** Company and the Rodney Boone Organization started something when they began giving away coal shovels last year. Within the fortnight Timken tested a free floor brush in a Brockton, Mass., newspaper.

# FREE!

This sturdily made, superfine quality, Tampico Fibre

## FLOOR BRUSH

Given absolutely free with our complete to every home owner who has an old-fashioned heating plant and dusty ashes to handle. There is no charge for this free floor brush. There is nothing to buy and no promise to make. These Floor Brushes will be given free while the supply lasts—only to each home qualifying. All we ask is that you use your own home and will have an old-fashioned, hand-made heating plant in your basement. Mail the coupon promptly. Get your Free Floor Brush while the supply lasts.

When you install Timken Silent Automatic Oil Heat there will be no more dusty ashes to handle and to increase your expense.



**FREE!**

MAIL THIS COUPON FOR FREE FLOOR BRUSH

SECTION FOR DEALER

Timken Floor Brush Co., Dept. 100, 1000 E. 12th St., Toledo, Ohio

**TIMKEN** OIL HEATING

out a new type of automobile radio—a portable set that serves as a musical arm rest in your car, and "also as a deluxe receiver in your home," priced from \$39.95 to \$69.50.

**VALENTINE & COMPANY**, Valspar paints and varnishes, in describing a booklet to be sent for a coupon, says, "Only 11 short minutes to read." Is this *Liberty* method of giving reading time creeping into advertising? It's a logical enough idea. If busy people want to know how many minutes they must devote to a story, the same information on ads would perhaps be helpful.

**PROCTER & GAMBLE**, heretofore soap manufacturers, are plugging soapless preparations hard. First Drene, a soapless shampoo, made its bow, and Dreft, a soapless lingerie, silk and wool washer, follows. Dreft is the trade-mark for an hymolalsalt, according to the ads, and its suds have no sting.

**THE GOODWIN CORPORATION** is preparing its second purchase list and reports that a number of other leading manufacturers have signed up on the plan. Several of those whose products are now being promoted through Goodwin's church workers report enthusiasm for the plan on the part of their field forces.

"CELLO-PAPER" underwear, a combination of Cellophane and paper, does not crinkle or wrinkle and can be worn once and thrown away, according to its inventor, Mrs. Elizabeth Price. It is not transparent.

The **PLATINUM PRODUCTS COMPANY**, makers of Lektrolite matchless lighters (\$5.00 and up) have brought out the Glolite at \$2.50 and a Glolite midget at \$1.00. Newspaper full pages are used for the announcements and retail outlets are listed.

**PRATT** elected head N. Y. **SALES MANAGERS' CLUB**: Elon G. Pratt, vice-president of the Smokador Manufacturing Company, Bloomfield, New Jersey, has been elected president of the New York Sales Managers' Club. He succeeds J. George Frederick. This marks the second term in that office for Mr. Pratt.

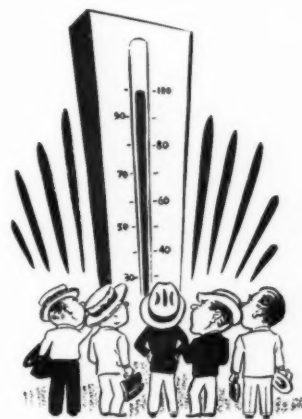
Raymond J. Comyns, sales manager of the home necessities department of E. R. Squibb & Sons, was elected vice-president. J. W. Johnson, sales manager, Dennison Manufacturing Company, was re-elected treasurer for the fifth time. Carol Lytle is secretary.

**EASTMAN** started the dating idea with its films. Now we have dated eggs, dated coffee, and dated batteries. The National Carbon Company stamps all of its batteries with the date line "For best results put in service before . . ."

**KRAFT-PHENIX** has gone into the butter business. "Chiffon Whipt Butter" takes its place alongside the numerous Kraft cheeses. Chiffon, it is claimed, is more economical because it is whipped, and in sauces and cakes it creams more easily.

**HENRY FORD** turned thumbs down on the Century of Progress in 1933, but this year is one of the most important exhibitors, and is using a nation-wide network of newspapers to invite the public to its Chicago exposition. . . . **MARSHALL FIELD & COMPANY** is taking a striking full-page, four-color bleed advertisement in the June 16th issue of the *Saturday Evening Post*, to promote out-of-town visitors to the Fair—and to the Field store. Tony Sarg did a map in carnival spirit of the north section of the Century of Progress, which occupies the top half of the page, while the copy extends the keys to Chicago to visitors.

**GENERAL ELECTRIC** has brought



## Tut, tut, Temperature!

Why should sales volume go down, just because the temperature goes up? That quaint old notion is out of date. These are New Deal days, and watching the thermometer isn't permitted in our code.

Let's make it a Selling Summer!

To aid sales executives who are determined to sidestep the traditional "Summer Slump," we've prepared a series of Summer Sales Stimulators—friendly, inspiring messages that you can pass along to your salesmen, with space for your own personal "tie-in" letter or bulletin.

Write for **FREE Samples of Summer Sales Stimulators**

We'll gladly send samples and prices to any interested executive. Write or telegraph before the Weather Man gets an edge on you.

**MAXWELL DROKE, Publisher**  
333-37 N. Pennsylvania Street  
Indianapolis, Indiana



# Media and Agencies

## Matzoth and Maxwell House

"Whatever else may go on your schedules," we told Thomas J. Shea, New York sales manager for Quaker Oats Company, "you always seem to include the New York Jewish newspapers."

"That," said Mr. Shea, "is due largely to Joe Jacobs. 'He's the ablest newspaper merchandising executive I know.'"

Mr. Shea, we realized, knew his New York too well to be easily fooled. But just to make sure we checked up on Mr. Jacobs and his market from other sources. Then we went down to 77 Bowery, where Canal Street rises with much noise and chaos to become the Manhattan bridge, to talk with Joseph Jacobs, managing director of the Jewish Market, and associates.



Joseph Jacobs

The Jewish Market represents three papers—the *Jewish Morning Journal*, of 100,000 circulation; the *Day*, of 89,000, and the *Jewish Daily Forward*, 130,000. Total circulation 319,000, all A. B. C., in a city of 2,000,000 Jews. Mr. Jacobs admits that these papers don't reach all New York Jews, but figuring five readers to each paper—and all are family papers—he thinks they cover three-fourths of them.

Strictly speaking, the Jewish Market is the merchandising and advertising department of the *Journal* and the *Day*. It also represents the *Forward*. The *Journal* is independent Republican and the *Day* independent Democratic.

There are no combination rates, but Mr. Jacobs sells all three papers to national advertisers. Their volume of national advertising has increased about 10% each year of the depression. It has increased several thousand per cent since he first became head of the sales organization back in 1919. A bachelor of science from C. C. N. Y., he had taught business subjects in New York high schools for several years. He knew Jews, however, even better than business.

The attitude of Christians in treating Jews as a race apart, he thinks, has made the Jewish market. But the Jewish newspapers have done their part. The Jews have come here laden with the patois of many nations. Instead of printing in ancient Hebraic, the Jewish newspapers took their colloquialisms, threw in 15 or 20% of American expressions, and standardized this Yiddish as a living American Jewish language, with grammar and dictionary to support it. The German *fenster* and the American *window*, for example, are mixed into the Yiddish *vinda*. The Yiddish theatre did its part (there are at least twice as many Yiddish "legitimate" theatres, seating capacity 21,000, running in New York now as there are English-language legitimate theatres running in Chicago). Of the 700 synagogues and temples in New York, sermons in more than 600 are given in Yiddish. "The American Jew may talk in English," says Mr. Jacobs, "but he thinks in Yiddish."

All this Mr. Jacobs tells us to show (1) that the Jewish market is not a "foreign language market" in the accepted sense, because it has a living American tongue; (2) that the wide use of this language has made the Jewish people accessible to advertisers, just as (3) their traditions and the strict requirements of their religion have made their buying habits for many products clearly defined.

The Jewish Market has made the most of this homogeneity. Mr. Jacobs tells us of thirty-eight national advertisers of food and drug products who used the Jewish newspapers exclusively of New York newspapers last year—among the 79 who used the Jewish newspapers as part of their New York schedule. The exclusive advertisers included Aunt Jemima, Quaker Oats puffel goods, Walter Baker's chocolate and cocoa, Davis baking powder, Diamond walnuts, Fairy soap, G. Washington coffee, Gold Dust, Maxwell House coffee, Oak-ite, Ralston wheat cereal, Royal baking powder, Sani-flush, Tetley's tea, Wheatena, Forhan's toothpaste, Scott's Emulsion, Kreml and Zonite.

Mr. Jacobs estimates that 12,000 grocery stores, 1,500 drug stores, in the Met area are owned by Jews, that 3,000 grocery stores sell wholly to Jews. To show the size of this market he points out that 13,000,000 pounds of Matzoth (biscuits of unleavened bread for Passover) are sold in New York for Passover. At 12 or 14 cents a pound this means a volume for this week of \$1,500,000. He persuaded Loose-Wiles Biscuit Company to introduce Kosher (certified by the rabbi) biscuits and crackers. The volume in this product is now about \$500,000 a year. Diamond Crystal sells about 3,000,000 packages of kosher salt a year, chiefly in New York.

The most unusual development of the Jewish market, perhaps, has been done by General Foods. Maxwell House started it twelve years ago. Joe Jacobs' job on this probably broke the national advertising ice. (Parenthetically, he has not been so successful with the large New York retail advertisers. The Messrs. Straus of Macy's and the Messrs. Gimbel have sought usually to reach their fellow Jews through the English-language newspapers.)

The Cheek-Neal Coffee Company wanted to get a foothold for their Maxwell House brand in New York. To do this they wanted to win the Jews. It seems that around Passover time in the spring the Jews had been drinking tea. They feared that coffee in the processes of roasting or grinding might be contaminated by contact with human hands or that some extraneous ingredient might be added. This impression was so strong that many thought it against the Orthodox laws to take coffee at that time. The Jewish grocers, accordingly, relegated their coffee for that season and put "holier" products out in front.

Mr. Jacobs got Rabbi Hersch Kohn to visit the Cheek-Neal factories. Rabbi Kohn testified that the production was wholly "clean" and automatic and "Kosher for Passover." Mr. Jacobs prepared hundreds of thousands of little stickers to be placed on Maxwell House cans. He trained the Cheek-Neal salesmen on what to say about them. Then he and his merchandising

men went out with the coffee salesmen to call on the Jewish grocers. "Now you may place Maxwell House coffee," the grocers were told, "beside the Matzoth in your window."

Soon the grocers were demanding Maxwell House for Passover. The Jewish consumers were demanding it for this and other seasons. Today, Mr. Jacobs says, coffee sales at Passover are many times as large as those of tea, and Maxwell House is getting its share.

Capitalizing on its advantage, Maxwell House has been giving a copy of the Hagadah, the illustrated Hebrew and English prayer book for the Sedar service, with each can of coffee.

The Jewish newspapers now carry the advertising of seventeen General Foods products, twelve of them exclusively for New York newspapers. Last year a copy of "The Story of Judaism," written under Mr. Jacobs' direction, was given to each New York Jew who sent in the top of a Postum cereal can or the label from a package of Walter Baker's chocolate or cocoa. Forty-nine thousand were distributed. This year in a similar offer for the same products 20,000 copies of specially-written "Customs and Traditions of Israel," with 50-year Jahzeit calendars have been issued.

Above Mr. Jacobs' desk is a photograph, appropriately inscribed, of Ralph Starr Butler, vice-president in charge of advertising of General Foods. He showed us letters of gratitude from Mr. Butler, Colby Chester, president, Clarence Francis, executive vice-president, James F. Brownlee, vice-president in charge of sales of General Foods. Executives of other companies, like Donald B. Douglas of Quaker Oats, J. Graham Wright of Tetley Tea, Ralph B. Semler of R. B. Semler, Inc. (Kreml), Karl J. Monrad of The Junket Folks, C. Thorpe of Diamond walnuts, John A. Duffy of Sani-Flush, Fred Rohner of Swiss Knight cheese, J. F. Forsyth of Gold Dust, Frank Gulden of Gulden's mustard, Douglas W. Coutlee of Merck & Co., L. G. Tremblay of Old Dutch Cleanser, W. W. Wachtel of Loose-Wiles, and others—have been similarly grateful.

Mr. Jacobs works more with the advertiser than with the agency. When a manufacturer becomes interested in the Jewish Market, Mr. Jacobs feels he must assume a considerable degree of responsibility for his success. He and his associates determine probable acceptance, survey distribution, map out the campaign, prepare all the copy, and put the product and the program before the Jewish trade. Mr. Jacobs, for example, contacts personally with the 100 Jewish grocery jobbers. His missionary men call on the stores.

"We can usually get 50% distribution for a new product," he says, "at the start."

## Chevrolet Asks—and Gets—Service

Chevrolet and Campbell-Ewald officials did some fast thinking and acting on Friday evening, June 1. Officials decided to put an immediate price reduction into effect. What happened then in certain newspaper offices is perhaps exemplified by the experience of the *New York Times*. The

SALES MANAGEMENT



presses were busy grinding out the Saturday morning edition which contained a full-page Chevrolet advertisement, when at two o'clock they were called long distance from Detroit and informed that Chevrolet wished to shove in a two-third page price change announcement.

The out-of-town editions were already off the press, and part of the city edition had been run. But newspaper organizations are trained to act quickly in an emergency. The agency gave certain instructions by long distance, immediately followed by copy over the teletype. A page was quickly made over and the new plate shoved in. That is why many New York City readers were puzzled the next morning to find two Chevrolet advertisements in their copies of the *Times*. Chevrolet, of course, paid the full rate for both.

## Tower Promotes Retail Salesmen

Catherine McNelis and her Tower Magazine will reward with both local and national recognition store sales people in the drug, grocery and department store fields who show conspicuous sales ability. Tower housewives are to be awarded \$1,000 a month, divided in 82 separate awards, for naming and describing in 50 words the most helpful sales person who has ever served them. Local promotion in leading cities and in the Tower magazines will be used to interest their readers. Bronze, silver and gold honor badges of identification will be given to clerks who receive 5, 10 and 25 ballots respectively, and the ten leaders in each of the three store groups will be given trips to New York. This is the first time that any national magazine has ever gone out of its way to gain the good will of retail sales people.

## L.H.J. Helps Modernization Program

The *Ladies' Home Journal* is sponsoring demonstrations of home-modernizing and remodeling in 17 major cities. They are making no direct commercial tie-ups with manufacturers or distributors of building products or home equipment. The *Journal* in each city has a local cooperator, usually a bank or a building and loan association, and local architects specify the materials to be used in the model homes. The plan is outlined in the *Journal's* July issue.

## New Fashion Magazine

Late this month *Fashion Art* will make its bow—in appearance modeled after *Fortune*. It will feature not only women's fashions but the romance of the industry and the achievements of outstanding leaders.

## A Model Country Home

*Country Home* is exhibiting at the Century of Progress a fireproof 13-room farm house, modern in every respect, which can be built anywhere in the country for \$5,000. As might be expected, it is constructed and furnished throughout with nationally advertised products—even to the cereals on the breakfast table.

## MH and Other Changes

M. W. Perinier, formerly district sales manager of McGraw Hill's Central district, has been elected a vice-president in charge of the group account sales, and John M. Rodger has been elected vice-president for the Chicago and Western district. . . . John R. Hoopes, for five years with Jerome

B. Gray & Company, Philadelphia, is now executive assistant to L. W. Gillette, director of advertising of the *National Geographic*. . . . Jack Thomas, formerly Jacob Ruppert's advertising manager, now holds a similar position with the Glenmore Distillers, Louisville. . . . *Needlecraft* has opened Chicago offices at 307 N. Michigan Avenue, with Richard C. Chapeck as manager. . . . Lawrence C. Gumbinner has added the 10th floor to its old 9th floor space at 9 East 41st Street, New York. . . . George E. Zimmerman, founder and former manager of Station KRPC, has been appointed to the Stations Relations staff of NBC's New York office. . . . Daniel Longwell and Malcolm Johnson have resigned from Doubleday, Doran and Company to join Time-Fortune, Inc.

## To These Agencies:

McKesson & Robbins to N. W. Ayer & Son . . . Park, Benziger & Company, Boston, importers of Edwin Charley's Jamaica Rums to Cowan & Dengler, Inc. . . . Janes & Kirtland, New York, steel kitchen cabinets, to W. I. Tracy, Inc. . . . Planters Edible Oil Company to Badger, Browning & Hersey, Inc. . . . Penn-Maryland whiskies to Lawrence Fertig & Company. . . . H. Porter Distilling Company to the H. B. Humphrey Company. . . . Corcellet wines, imported by Plehn Importing Company, New York, to Albert Frank-Guenther Law, Inc. . . . Sparkling Carbonic Company, Cincinnati, to the Keeler & Stites Company. . . . Fesenmeier Brewing Company, Huntington, W. Va., to the Monte Little Company. . . . Brazil Nut Advertising Fund to N. W. Ayer & Son. . . . the Auto-Cab

Company (makers of a device for transforming any old automobile into a crawler-type tractor) to the Gerth-Knollin Company. . . . Hollingsworth & Whitney to Ellis T. Gash Company. . . . Simmons Company (radio) and Hiram Walker (Metropolitan New York area) to Ruthrauff & Ryan. . . . Campbell Soup Company (Franco-American Spaghetti division only) to Ruthrauff & Ryan.

## Ad Men Can Now Play

Proof that business is better is seen in the increased attendance of advertising men on golf courses. Our own Ernie Lovejoy was among the foursome winners at the recent annual tournament of Chicago's Agate Club, but the winner of low gross among the 47 players was L. L. Nothrup of *McCall's*, and Frank Tyson of *American Legion Monthly* captured the low net. . . . Captain Roscoe Fawcett blew the advertising staff of Fawcett Publications, Inc., to a three-day session at French Lick Springs.

## L. & T. Expand Marketing Division

With the appointment of T. W. Braun as manager, and V. H. Pelz, Arthur M. Wolkiser, R. H. Leding and J. A. McPherson as associates, Lord & Thomas has greatly augmented its service on marketing, research and merchandising. These men are in charge of those activities, working from New York headquarters, but the agency also maintains local divisions of this type in New York, Chicago and on the Pacific Coast.

## Only 15c "Group"

Coincidentally with the announcement of newsstand circulation increases, it is stated that almost half the circulation of Macfadden Women's Group sells at 15¢ a copy. This is the only "group" in the field selling any of its magazines at more than 10 cents a copy.

As a matter of fact, with the exception of *True Story*, *Cosmopolitan*, *Red Book* and *Good Housekeeping*, these magazines are the only big newsstand sellers at a higher price than 10 cents. None of the six older women's magazines costs more than a dime. And all of them, except *McCall's* sell fewer copies on the newsstands than *True Romances* (of Macfadden Women's Group) alone, at 15 cents.

Newsstand revenue for Macfadden Women's Group last year was \$1,716,141, which was \$234,000 more than was paid for the second "group," \$283,698 more than for the third and \$480,841 more than for the fourth.

## "What's in a Name"

So much interest exists in the newly developed information about this newest of major housewife mediums that copies of the new booklet: "What's in a Name" continue to be mailed upon request. Address Macfadden Women's Group, 420 Lexington Avenue, New York City.

## Grocery

Rinso, Lifebuoy, Elastic Starch, Fels

## Five Magazines Gain

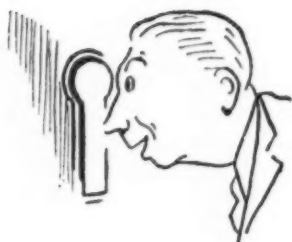
Circulation gains announced for Macfadden Women's Group are said to be the result of increased demand for each and every one of the five magazines comprising the Group. Practically all of these gains, of course, are on a voluntary newsstand basis.

Regular 1934 schedules have been placed for such well-known grocery store products as Rinso, Lifebuoy, Elastic Starch, Fels Naptha, and Borden's Eagle Brand in Macfadden Women's Group.

**MACFADDEN WOMEN'S GROUP**  
TRUE EXPERIENCES • TRUE ROMANCES • DREAM WORLD • MOVIE MIRROR • RADIO MIRROR

**137%**  
**gain in**  
**advertising**  
**revenue for**  
**July**  
**(bringing up 1st seven months**  
**average gain to 89%)**

# TAKE A PEEK



... prepared to be inspired ... see if you don't think the Newark market takes the Grand Prix for economy when you gaze upon NEWARK EVENING NEWS milline rates.

Don't pass up this market if you want sales that have profits tied to them. It makes no difference what you have to sell ... one-family houses wrapped in cellophane, cabin cruisers to make the Admiral's launch sink in shame, 36-cylinder motor cars or modest little packages of carpet tacks (cut rate, at that), there are ready buyers provided your sales attack centers in The NEWARK EVENING NEWS. No selling effort can hope to influence the best possible number of buyers without it. It assures thorough, adequate coverage ... effective customer contact because it is sought rather than sold. (90% home delivered, to you). That does make a difference, you know. But in your language it all means simply this: one advertising schedule ... one low cost. The NEWARK EVENING NEWS simplifies the selling effort ... when you tell NEWS readers about your product you just naturally tell it to the whole Newark market. That's simple enough, isn't it? But take a peek at those milline figures.

## Newark Evening News

America's Leading Week-day Newspaper ...

215-221 Market St., Newark, New Jersey, EUGENE W. FARRELL, Business and Advertising Manager. O'MARA & ORMSBEE, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles.

## Talking Points

**GASOLINE ADVERTISING** — Newspapers throughout the country are getting more gasoline copy than in many a year and automobile owners must be vastly entertained with the conflicting claims. The "owl" of Standard Oil Company of New Jersey, who has been urging in rhymes, in more than 500 newspapers from Maine to Louisiana, the desirability of accurate gasoline advertising claims, was halted by some New York City newspapers before he began speaking his little piece. Publishers of the *Times*, *Daily News*, *Sun*, *Herald Tribune* and *American* are said to have decided that the parodies on Tydol, Sinclair and Shell weren't so very funny (see illustration below), but the *Journal of Commerce* (19,500 circulation) concluded that their readers would read the copy and like it.

### FAMILIAR FIGURES IN FUEL FICTION



New York City automobile owners didn't see this ad.

**CONTINUING THE GASOLINE WAR:** Texaco is experimenting on motorists with a new word. They say in a test campaign, "You can't win with duds in your gasoline." Duds to them are decanes, power-parasites, but a woman reader of the copy observed—"the idea of there being clothes in any gasoline!" ... The Phillips Petroleum Company uses two-color space in St. Louis papers to answer the question, "Which gasoline advertising is most sincere?" They employed university psychologists to make independent surveys in nine midwest cities. ... Continental Oil Company pictures six automobile engines and says, "We wrecked these new motors to prove protection for yours." The tests were made by A. A. A. officials at the Indianapolis Motor Speedway, and the advertisement makes readers curious as to whose motor stood up best under

the strain. Conoco gas, of course, won. ... Cleveland motorists found it difficult to get gasoline while service station operators were on strike. The morning following the settlement Standard of Ohio featured a typical station operator who is saying, "On the job again and at your service—but I notice my customers haven't kept their windshields as clean as I like to see them." ... The Mac-Millen Petroleum Corporation offers a money back guarantee to Indiana users of its Ring-free Motor Oil through the Indianapolis *News*.

**CARRIER ENGINEERING**, air conditioning, is running ads in several cities which list Carrier installations in that community, plus a long roster of "Weathermaker" installations all over the world. The latter list mentions among others, the Capitol in Washington, a theatre in Bangkok, Siam, apartments in Buenos Aires and the Secretariat Building in Delhi, India. The local touch added to the world-wide number of users rounds out a convincing testimonial.

**KELVINATORS'** "Four refrigerators in one" has a refrigerated rolling pin and pastry set which housewives get as lagniappe with each purchase. A cool pin, so 'tis said, produces yum-pum pies, the kind that Mother, who never heard of such, did not make.

**SEEMAN BROTHERS** are urging New Yorkers to ask for "Cold jellied Consume Madrilene," a White Rose brand recommended for torrid weather. "Just put the can in your trusty refrigerator, chill and it's ready to serve. Its icy sparkle, smoothly jelled texture seem to send the temperature down.

**KNOX GELATINE** is somewhat miffed about competitor Royal's theme of "With ordinary gelatine you'll notice an unpleasant odor" from the rising vapor, but "with Royal you'll get just a delightful fruit fragrance." So Knox declares, "Knox gelatine is plain ... purposely kept plain ... so that your family will get the benefits of valuable minerals and vitamins not present in 'factory-flavored' gelatine, but always present when you use real fruits or vegetables and plain gelatine." The entire Royal campaign has been frowned on by gelatine makers, for the subject of disagreeable odor, they believe, had better be left unmentioned.

**SPUD CIGARETTES** keys its advertising in New York Theatre programs to the interests of its readers. Their current offering is a glossary of theatrical terms—beans, duck, left-legged dancer, ninnhammer, etc., and "mouth-happy" and "Spud."

SALES MANAGEMENT



## Railroads Sell Comfort in Battle for Lost Traffic

(Continued from page 575)

Manufacturers of conditioning equipment—York, Carrier, Safety Car Heating & Lighting Company, Sturtevant, Pullman Car & Manufacturing Corporation and newcomers in the railroad field such as Frigidaire—have contributed heavily to this scientific advance. Between them they have reduced the cost of equipping a car. But even today good mechanical equipment averages from \$5,500 to \$8,000 per car. Ice-activated equipment for summer use only, in which the Pennsylvania has invested heavily, runs closer to \$2,000 per car.

Many railroads are devoting part of their regular advertising appropriation to make this new cool comfort bring in the business. However, there are no huge expenditures anywhere on air-conditioning publicity alone. New York Central and Pennsylvania are spending \$20,000 jointly on a cooperative campaign of small newspaper space in 25 cities where competition with other lines is keen, merely saying: "Principal through trains on the Pennsylvania R. R. and the New York Central Railroad now air-conditioned! Gloriously cool . . . spotlessly clean . . . blissfully quiet." And each road plays up air-conditioning on its hundreds of thousands of timetables, its direct mail to tens or thousands, and its posters.

Throughout the East the roads feel that they do not need to demonstrate air-conditioning to the public. They merely use the printed word in moderation. Everybody knows what conditioned air is, thanks to movie theatres, department stores and household equipment advertising.

In the West it is a little different. The Texas and Pacific, for instance, travels an air-conditioned lounge car from city to city these hot days, inviting people in to see how cool it would be on the "Sunshine Special" crossing the baked plains.

Most railroads enlist their employees as salesmen of air-conditioning only by telling them the story in employees' magazines. The Pennsylvania System, however, goes into the subject more deeply. During May and June meetings at various points are bringing together groups of from 20 to 100 for special instruction.

Two thousand ticket agents and more than 10,000 train service men are called into these meetings all over the Pennsylvania and Long Island Railroads. Hundreds of New Haven men have similar sessions. These are the men who come into contact with

the public.

So American railroads are beginning to sell conditioned air in their battle for traffic. *Railway Age* says editorially the roads were skeptical of it, but that "the results of over three years of development by the railroads and the manufacturers have more than justified the efforts of those who pioneered in this work."

W. B. Calloway, general passenger traffic manager of the B. & O., says it "has done more to bring increased business to the railroad than any other factor." J. B. Payne, vice-president of the Texas & Pacific, tells SALES MANAGEMENT he believes "it will be the means of bringing considerable additional travel to the railroads." It

"will return to the rail carriers a large percentage of the long-haul and through traffic now using the highways," according to H. E. Watts, passenger traffic manager of the Wabash. E. H. Batchelder, general passenger agent of the C. & E. I., knows of "nothing that should bring passengers back to the railroads as quickly."

Vice-President L. C. Probert of the C. & O. tells us: "Our passenger revenues have been showing a steady increase ever since we installed air conditioning and we feel that it is in large measure responsible for that."

In this hopeful spirit American railroads at last have begun to sell air conditioned travel to the public.

# MODERN BREWERY

WITH WHICH IS CONSOLIDATED

Brewer's  
Art

When experience  
moves more and more  
advertisers to rate this  
magazine as first on  
their list . . .

there's a reason

205 E. 42nd St., New York City • 333 N. Michigan Ave., Chicago

## THE NATIONAL BREWERY MAGAZINE

B-713

# Sales Letters

BY MAXWELL DROKE

## Are Fair Exhibitors Passing Up Bets? You Betcha!

The recent auspicious opening of the "second edition" of the World's Fair at Chicago brings to mind an experience which I had just a year ago. One day I visited the Fair with one of my associates for the express purpose of making a check-up. We divided the buildings between us and systematically went about the business of signing every register and filling out every form that was offered us.



Maxwell Droke

To the best of my recollection, our combined signatures were inscribed some 216 times on that eventful day. And what was the result? Naturally you would surmise that having laid ourselves open on such a wholesale scale, the postman would grow stoop-shouldered carrying the resulting burden of direct-mail mis-sives. But such, I regret to relate, was not the case. We received between us a round baker's dozen of acknowledgments of various sorts, ranging from a personally typed letter to an unbelievably shoddy folder, printed in billious hues, and bearing no reference whatever to the Fair exhibit or our inquiry. Of the remaining 203 signatures—many of them representing requests for specific offerings—not a thing has been heard to this day.

It is only fair to say that this experiment was conducted in the earlier stages of the Fair, when many exhibits were rather disorganized and undermanned. But viewed in even the most charitable light, the showing is pretty punk. I have no notion how much it cost the various manufacturers and associations to entice a visitor to the respective exhibits and get his name on the dotted line. But certainly the amount is sufficient to warrant a more orderly and intelligent handling of inquiries and prospect names. If I get around to it, I'll make another check-up this year, and I hope the results will be far more promising.

## Fraternity Man Gives the Brothers the High Sign

One of these days I am going to drop in and shake the paw of Mr. Edmund Deuss (Illini '28), publicity manager of the New Bismarck Hotel, in Chicago, and tell him that I think he has pulled a mighty clever one. Contrasted to the usual clumsy play on college fraternity, luncheon-club and other brotherly ties, real or imaginary, Mr. Deuss has fashioned a masterpiece. The letter is addressed to fellow alumni of the University of Illinois.

Far be it from me to request that you direct your attention to the Bis-

## Standing Invitation

Mr. Droke is always glad to criticize sales letters and direct mail messages for our subscribers. There is no cost or obligation for this service. Address him in care of SALES MANAGEMENT, enclosing a stamped, addressed envelope.

marck Hotel and its various attractions on the basis of the gossamer thread which is the bond between us as fellow Illini. No! I should say not! I wouldn't think of it.

Purely on the theory that you are interested in patronizing a place which gives you a good run for your money, am I indulging in this letter. It is just possible that during the months the World's Fair is operating, you will want to know of a hotel to which you may recommend your friends visiting Chicago. In that event, call the Bismarck, Chicago's most recently constructed Loop hotel, heading the Rialto. . . .

Mr. Deuss then proceeds, to the extent of a couple of paragraphs, to tell his brothers "in that great fraternity" how keen will be his personal satisfaction in ministering to their desires.

Ok, driver. The Bismarck! And don't spare the horses!

## Coupon-Clipper Lets Out a Justified Squawk

I have often protested against the careless and indifferent manner in which many large national advertisers treat inquiries. Time and again I have seen great stacks of coupons—representing potential goodwill and *beaucoup* dollars—kicked around the office for days, and perhaps weeks, until someone could find time to give them attention. If you are an habitual coupon-clipper (I mail dozens of them every month for checking purposes) you know that it is no uncommon experience to wait two weeks or longer for a response, and an answer within ten days is just about ordinary routine. In these days when we are, presumably, after all of the business we can get, I find it extremely difficult to justify such chronic tardiness.

## A Letter to Medicos That Talks Their Own Lingo

Being a firm believer in the personalized letter, wherever it may be practically applied, I salute the Prest-o-Lite Battery Company for this letter to doctors—and trust that the idea will be carried out in other fields of endeavor:

Dear Doctor:

You can't SEE a vitamin or a filterable virus—but you know they exist. Maybe you can't see how there

could be a big difference between Prest-o-Lite service and ordinary automotive service—but we can give you clinical proof of the fact that this difference exists, too.

Or, perhaps before you submit your car to our care, you'd prefer to call a consultation of others in your profession. If that is the case, we will gladly give you the names of physicians who make it a practice to have us give regular preventive treatments to the electrical systems of their cars. It's splendid insurance against having the car go dead at an inopportune time—a misfortune which no professional man can afford to have happen.

We offer a regular check-up and inspection service especially adapted to the needs of the physician. It's not the Chinese plan of "pay only in case of distress"—but it comes much closer to that than the average American doctor can do in his own practice. Why not investigate and see what it would mean to you?

## No Frills, No Tricks, But He Got There Just the Same

And while we are on the subject of things automotive, here's a little item clipped from a Texaco house magazine. Farrel Hines, a Texaco dealer out at Hugo, Colorado, had a hunch that he could increase his gasoline and oil business by the simple device of writing a few letters to likely prospects and *asking them to buy*. No letter expert, he wisely avoided "fancy writing," and worded his message as follows:

You know what Texaco Gasoline and Texaco Golden Motor Oil are, so there's no need of going into that, and making a long letter out of this.

We need your gasoline and oil business and will appreciate very much any part of it you can give us.

Texaco *does* make your car run better. Try it.

That was all! Mr. Hines, having said his say, signed his name. The letter went out to one hundred carefully selected prospects. Within two days he had booked twelve new accounts! It just goes to show that, after all, simply *asking* for business is not such a bad way to get your share.

\* \* \*

The other day, in Chicago, I ran across an idea that may be as old as the hills—but it was new to me. A steamship line is running a display card in the motor buses, featuring Summer vacation tours on the Great Lakes. Stapled to each of these large cards is a pad of return post cards (Business Reply form). The interested prospect simply has to reach up, tear off a card, scribble his name and address, and when he steps off the bus, drop the card in the nearest mail box. That's my idea of making display advertising pay dividends. I am wondering if the idea isn't worthy of more elaborate development.

SALES MANAGEMENT



# Norge Launches New Oil Burner With Big Advertising Splash

Norge Corporation, Detroit, will push its oil burner, latest addition to the line of household appliances, with newspaper ads in key cities of 19 states starting early in July. Preliminary trade journal advertisements are now running. The home oil burner will be handled by the present 50 Norge distributors and their 5,500 dealers, although some new dealers who are not selling the company's refrigerators may be given franchises on the burner.

The "Swirlator Flame," which is, it is claimed, an entirely original principle of rolling the column of air delivered to the combustion chamber, will be headlined. Its use makes possible a fan much smaller than usual, effects operating economies and enables Norge to talk about "the smallest domestic burner on the market."

R. S. Beale, who has been in the oil burner field since 1919 and who has served as sales executive for such concerns as Electrol, Torrid Heat, and Silent Automatic, has been appointed sales manager of the oil burner division.

"We already had electric refrigerators, washing machines, broilers, and air conditioning equipment, Mr. Beale says. "Now with the oil burner, we feel that we have a complete line.

"Many of our dealers have been selling oil burners of other makes for some time, indicating the need of such a product in our line. We believe that now is the right time to get into the oil burner field. The market has only been scratched. Saturation is only about 8.5% and with the return of prosperity bringing new home building and modernization, the oil burner market is one that cannot be ignored. As a matter of fact, Norge has been working on an oil burner for the past three and a half years. But they wanted to be sure they had a superior product and they wanted to introduce it at an opportune time.

"Beginning June 11, we will launch a forty-five-day sales training campaign for the purpose of imparting the necessary sales information to distributors, dealers, and salesmen in a series of sales meetings.

"As an innovation we have already signed up contractors in key cities to make the installations and provide service, thus leaving our sales organization free to concentrate its efforts entirely on merchandising. This would not have been possible a few years ago, because competent specialists were not available. They will make the heating survey, recommend

or veto the installation, install the equipment, and service it for the first ninety days, all for a flat fee.

"The burner will be competitively priced at \$295, installed. Our present small unit is suitable for 90% of the market requirements in the domestic field, but we expect to bring out two larger sizes eventually.

"We expect to sell about 5,000 burners this year."

## Macfadden Magazines Check Grocery Preferences

According to a house-to-house survey made upon readers of the Macfadden Women's Group, in Akron, Atlanta, Boston, Binghamton, Detroit, Evansville, Peoria and Kansas City, there are great differences in the popularity of brands "used regularly" and "used occasionally."

For example, while Quaker Oats was found to be used regularly in 29.5% of all the 1,000 homes surveyed (2,000 additional interviews are being tabulated), it was used occasionally in only 7.4%, but Cream of Wheat was used regularly in 7.7% and occasionally in 7.9%. Kellogg's cereals were used regularly more often than occasionally, while the reverse was true of Shredded Wheat.

Campbell's soup was used regularly in 44.2% of the homes, and occasionally in 5.4%, while Heinz had 7 and 9.1%, respectively, and Hormel 2.2 and 5%.

The names of readers were supplied by news dealers, and by investigators of the staff of the William C. Kenan Company who secured names as people bought individual magazines of the Group.

Ford nosed out Chevrolet by a slight margin; Majestic is creeping up on Philco with 4% ownership against 19; General Electric, Frigidaire and Kelvinator were tied.

In general the popularity rankings were similar to studies which have appeared in the SALES MANAGEMENT-Ross Federal series, but a striking exception was the much greater popularity of Lady Esther face powder among the Macfadden readers. In the SM-Ross Federal surveys Coty has been the number one brand among consumers in general, but in the Macfadden survey the ranking was Lady Esther, Luxor, Pond, Coty.

Another striking difference is Maxwell House coffee in third place, being preceded by Chase & Sanborn and A. & P.'s Eight O'clock.

## Fourth Federal Reserve Monthly Business Review Shows

### AKRON LEADS DISTRICT

#### IN DEPARTMENT STORES

Akron 45.2% April sales increase—district 9.8%.

Akron 79.5% sales increase first four months 1934—district 31.1%.

#### IN WHOLESALE GROCERIES

Akron 34.5% April sales increase—district 14.8%.

Akron 43.4% sales increase first four months 1934—district 28.7%.

Akron employment for first four months 1934 was 39% above the corresponding period 1933, according to Bulletin of Business Research, Ohio State University.

## AKRON BEACON JOURNAL

Member A.B.C.—A.N.P.A.  
Major Market Newspapers, Inc.



### A New THRILL for the PIPE SMOKER

● You need no conversion to pipe smoking. You like and can afford good smoking tobacco—especially when it's of a mild and mellow flavor for solid pipe comfort.

● Try the thrill of Heine's Blend—increasingly today a choice of the Fourth Estate, of the Graphic Arts, of professional men. Carefully blended from choicest tobacco.



### HEINE'S BLEND

HEINE'S TOBACCO CO., Massillon, Ohio.  
Denver West ... SUTLIFF TOBACCO CO.,  
San Francisco, Calif. (D)

Gentlemen: If there's any new thrill in a pipe I want it. Send me generous sample of Heine's Blend.

Name .....  
Address .....  
City ..... State .....  
My tobacconist is .....

DIEM



## THE STEVENS CHICAGO

MICHIGAN  
BOULEVARD  
SEVENTH TO  
EIGHTH STREET

3000  
OUTSIDE  
ROOMS  
3000  
BATHS

OVERLOOKING  
LAKE MICHIGAN  
AND WORLD'S FAIR

[604]

## Potomac Guarantees Satisfaction in "Bonded Brand" Liquor Plan

**T**HROUGH a "window" on the carton appears this legend on the bottle: "Money Back Bond: This certifies that if the purchaser is dissatisfied after sampling, return both the bottle and contents to Potomac Distilling Corporation, Baltimore, Md., and the purchase price will be cheerfully refunded."

The advertising, now starting through Peck Advertising Agency in the New York *American*, *News*, *Times*, *Sun*, *Journal* and *World-Telegram*, goes further and offers to refund the return postage charges.

The Potomac Distilling Corporation, starting its first merchandising and advertising on a line of gins, ryes, bourbons, domestic Scotches and cordials, is determined to see satisfaction through. The money back offer applies to dealers as well.

Potomac is owned 50% by United Distillers, Ltd., one of Canada's five leading distillers. With a 3,500,000-gallon supply on call for blending, Potomac feels it is able to guarantee sustained quality.

Potomac plans a sustained advertising program, widening soon to other eastern newspapers and then to the Middle West, to support it. Insertions will appear once or twice a week in each newspaper on the list throughout the year. H. H. Klein, president of Potomac and a director of United, expects the advertising expenditure in the first year to be "at least \$500,000." Since United made a net profit of 38% on capitalization last year—the highest of the Canadian five—Mr. Klein says the money will be furnished—if the merchandising plan works.

### Newspapers Dig In

Facilities of the newspapers are being called on to help toward this end. On Tuesday of this week the two New York newspapers offering merchandising facilities—the *American* and the *Journal*—started men out making 1,000 calls on liquor retailers. They carried each a package of the product and a schedule of the promotion. (Potomac already had won 600 outlets in New York on its own.) On Thursday reports from the newspaper men were scheduled to be on the desk of Herman Feder, director of sales of Potomac Distillery Products, Inc., New York, exclusive nation-wide sales agent. Whether the reports are favorable or unfavorable, the Potomac

men were to follow up immediately to each of the 1,000 stores with more detailed stories on "Bonded Brands." Fifteen salesmen, on commission and drawing account, are employed by Potomac in New York.

A feature of the plan is a "certificate of authorization" for each dealer, which he is expected to display, in areas where permitted by law. The agreement also is intended to help toward price maintenance. Potomac, where possible, Mr. Klein explains, will have only one distributor in a given territory. Prices will be low to encourage volume, but the company will endeavor to maintain them on a basis which will provide 15% mark-up for distributors and 33 1/3 for dealers. Potomac will decline to sell to price-cutters.

Each label is dated to discourage bootlegging. Returned bottles can be traced. The exclusive distributor plan would help accomplish the same objective.

The "Bonded Brand" program is said to have been given the approval of the Federal Alcoholic Control Administration.

## Fuels Go to Battle for Home Heat Market

(Continued from page 567)

existence has grown steadily fiercer for hard coal.

In the bituminous coal industry more mining support has been given to burners. However, Iron Fireman, Combustioneer and Fairbanks-Morse are going it alone. Scores of other burners are made to handle soft coal—which has its technical problems in house heating—but none of them are able to launch powerful national selling campaigns.

The coal burner industry has been progressing slowly; but progressing. The consensus within the industry is that mechanisms have now reached a point where they are ready for strong promotion to the public.

The coal industry, with low-cost heating and inexhaustible fuel supply as its great selling points, now is beginning to see an opportunity to safeguard its own future by providing stronger backing for burners.

But coal has less unity than either gas or oil in this battle of the fuels, which grows hotter day by day.

SALES MANAGEMENT



# ANA Traffic Studies Promise New Sales Quota Yardstick

(Continued from page 574)

any media influence.

"Naturally, the advertiser in undertaking a study of outdoor advertising is first interested in knowing something of the market which is reached by this medium, as well as the effectiveness with which it penetrates the market. In beginning this research the following questions were asked:

(1) What is the economical extent of the traffic market?

That is: how far from the center of the market may poster showings be placed and still deliver adequate and effective circulation?

(2) What is the most effective means for the coverage of the traffic market as defined by outdoor advertising?

In other words, how should outdoor locations be placed and spaced to provide economical coverage which will be neither excessive or inadequate?

(3) What is the minimum circulation to be exploited in traffic markets of varying sizes?

That is, how much coverage shall we shoot at?

(4) What standard of repetition of the advertiser's message shall be adopted as a general guide in the distribution of outdoor display?

In other words, how much duplication is sound and desirable?

(5) In major markets, to what degree can secondary markets be defined for localized coverage by the outdoor medium?

(6) What methods may be developed to assure the generation of approximately equal volumes of net advertising circulation in traffic markets of equal size?

Obviously, we want to avoid over-coverage in some markets, and under-coverage in others. There must be developed a reasonable standard of coverage in markets of equal size and importance.

(7) Is the net advertising circulation figure worked out by the formula developed by the Traffic Audit Bureau a satisfactory yardstick with which to compare values in outdoor advertising?

"In developing this year's research, it soon became obvious that we were dealing with the broad subject of trading areas. Most of them are widely different in character and all have their merits, but the methods de-

veloped in them would not be applicable to the particular problem which we were trying to solve. After reviewing these various studies we could not help but come to the conclusion that *markets do not have geographical boundaries that can be definitely fixed.*

"The problem was therefore dealt with in terms of zones of retail trade which might be likened to the field surrounding a magnetic pole, the lines of force decreasing in intensity in proportion to the distances from the pole. These areas, for example, might be classified as of *great importance and value, fair importance and value, and those of least importance, or no value at all.* Such areas or zones, we felt, could be useful beyond the study of outdoor advertising, and might be used as the basis for measuring the efficiency of penetration of *all* advertising media, and likewise the comparative efficiency in the same areas. So, in an attempt to establish retail trading areas in terms of traffic, three fundamental factors were used: (1) Population Distribution; (2) Traffic Flow; and (3) Trading Habits.

## A Circulation Check

"This important development, together with a method which has been developed to measure circulation value, namely, net advertising circulation, is now giving buyers of advertising information that has not heretofore been available for the medium, as well as definite extra value.

"Let me briefly describe what I mean by net advertising circulation and how conservatively it is arrived at. When audits are made of a plant the total circulation, or passers-by, is determined for each panel. This is called gross circulation. Gross circulation is modified to effective circulation by adding together one-half of the gross pedestrian circulation, one-half of the gross automobile-truck circulation and 25% of the gross street car or bus circulation. Furthermore, each panel is rated with respect to the opportunity of passing traffic to see the panel, and effective circulation is modified by the space position value of the panel. The result of this modification is net advertising circulation, the measure of the value of outdoor advertising. For example, if we had 1,000 gross pedestrian circulation, 2,000 gross automobile-truck circula-

## We have solved many a SALES-KIT PROBLEM

Tell us your sample case or portfolio problem. We'll offer a solution—with no obligation on your part.



The New Brief Bag • Sales Luggage You'll Be Proud to Carry

Years spent in making sales-equipment for leading industries equip us to help you design exactly the right case or portfolio for your sales force. We also make a standard line of brief and sample cases. Our prices are interesting. Write for descriptive folder.

AMERICAN  
LEATHER PRODUCTS CORP.  
Indianapolis, Ind.

## HERE'S A REAL IDEA For Increasing YOUR SALES



TO GIVE an "Oak" balloon with each purchase is a persuasive way to ask people to buy your product.

### And they do buy!

The "Oak" balloon sales promotion plan is showmanship and salesmanship in an effective combination. It boosts sales volume, and it builds good will.

We are sure that investigation will prove "Oak" balloons and "Oak" plans the outstanding combination for profitable results.

Write for complete details.



**The Oak Rubber Co.**  
210 S. Sycamore St., Ravenna, Ohio

## In Philadelphia, the BENJAMIN FRANKLIN is setting the pace!

It is, of course, important to remember that the Benjamin Franklin is Philadelphia's modern hotel. But it is even more important to realize that the 1934 Benjamin Franklin is setting a new standard of VALUE in hotel service. You'll appreciate the sensible rates, but you'll remember, we hope, the many little "extras" of comfort, convenience and courtesy.



### Merchandiser Available

An energetic young man now in charge of the distribution and sale of a major home specialty in the Eastern market is anxious to obtain an interview with an executive who could use this experience in creating and executing a sales program.

...This experience has been obtained through direct supervision of distributor, department store and dealer business. Responsibilities include all phases of distribution.

His primary object is to develop contacts for the future.

Address Box 408, SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

from

## A to Z Mailing Lists— Any Classification

SPECIAL LISTS: Sales Managers, Traffic Managers, Purchasing Agents, etc.

Accuracy guaranteed by postage refund on inaccuracies.

**RESULTS ADVERTISING CO.**

Mailing List Compilers  
709 Pine Street St. Louis, Mo.

tion and 1,200 gross street car-bus circulation, the effective circulation would be 1,800. If the space position value of the panel was 80% of maximum, then we would take 80% of 1,800 and the net advertising circulation would be 1,400. This value is determined for each panel of the plant and the average net advertising circulation is arrived at by dividing the total net advertising circulation by the total number of panels in a plant. This average multiplied by the number of panels in a display results in the net advertising circulation per average representative showing in a plant.

"The cost per thousand net advertising circulation is determined by dividing the average net advertising circulation of a representative showing into the cost per day. This term has its analogy in the minimil rate of the newspaper.

"I feel confident that the Traffic Audit Bureau, Inc., will adopt a definite rule with respect to the amount of net advertising circulation that should be exploited in each market. Such a rule might be expressed in terms of a percentage of the population, thus giving an automatic yardstick for each market.

"In conclusion, I hope I have made clear that this activity of your association, and the cooperation of the outdoor industry and the agencies, has resulted in important contributions to advertisers.

### New Phases Brought Out

"The first is the establishment of an organization as important in its way as the A.B.C.—The Traffic Audit Bureau—to give advertisers facts they have never had before, pertaining to the value, effectiveness and use of outdoor advertising.

"Second, the establishment of this Bureau has already resulted in increasing the efficiency and value of the outdoor medium at no added cost to the advertiser because of the voluntary elimination of poor panels and rearrangement of stands by plant owners.

"The third development is so broad in its possibilities as to be of utmost importance to sales managers as well as advertising men. This operation has opened the way to an entirely new and apparently more accurate method of outlining trading areas by traffic flow, which will increase sales efficiency, and lower distribution costs."

Other program features included the President's address by Allyn B. McIntire (vice-president, Pepperell Manufacturing Company); Bernard Lichtenberg's (vice-president, Alexander Hamilton Institute), talk on Legisla-

tion affecting advertisers; Report by the Research Council and Circulations Committee on the trend of media rates in comparison with the cost of commodities from 1929 to the end of 1933; Harry D. Nims' (Member of the Bar, New York State), talk on the integrity of trade-marks; the discussion by H. G. Weaver (General Motors Corporation) on the human side of consumer research; a description by Daniel F. Sullivan (Cannon Mills, Inc.), of how his company has fitted its sales promotion program to the retailer's needs, and Mills F. Hollister's (Coca-Cola Company) explanation of brass tacks sales promotion.

### Among Those Speaking:

Other highlights included the group meetings on radio, drugs, dry goods, food, petroleum products, industrial products, and the talks by Kenneth Laird (vice-president, The Western Company) on finding out how your goods are sold and then setting your sales and advertising policy; the presentation by Paul Ryan (Shell Petroleum Company) on synchronizing the elements of sales promotion, and the discussion by C. E. Wittmack (vice-president, Oshkosh Overall Company) on how his company increased profits 140% by replacing the sales force with direct mail.

At the semi-annual banquet, which was attended by a large and representative group of publishers, advertising agents and other guests, Rufus C. Dawes, president of the Century of Progress, was the guest of honor. Colonel Robert R. McCormick (publisher of the Chicago Tribune) was the only speaker. His whole address was devoted to a description of the battle which has been fought during the past fourteen months to insure the constitutional guarantees of freedom of the press. He made it clear that not only was it necessary to maintain great vigilance to insure continuation of the freedom of the press in America, but he also recited many facts to indicate the importance of freedom of the press to the progress and democracy of each and every nation. Following Colonel McCormick's speech, the National Broadcasting Company provided a galaxy of entertainment.

The members of ANA and their guests devoted the last day of the meeting to the Century of Progress, where extensive arrangements were made for their guidance and amusement—the latter including a luncheon in the Trustees' Lounge and open house at the exposition exhibits of Westinghouse, Standard Oil and Good Housekeeping.

SALES MANAGEMENT



## Tips

Booklets reviewed below are free unless otherwise specified, and available either through this office or direct from the publishers. In addressing this office, please use a separate letterhead for each booklet requested, to facilitate handling. The address is SALES MANAGEMENT Readers' Service Bureau, 420 Lexington Avenue, New York, N. Y.

Surveys for which a charge is made are so indicated. Requests for these, accompanied by the purchase price, should be mailed direct to the publishers.

### Metropolitan Markets— Their Coverage by Posters

The 1934 edition of "Metropolitan Markets," recently published by Outdoor Advertising, Inc., is one of the most comprehensive studies lately made available to marketers. It shows the 96 most important centers in the country which have been defined as metropolitan markets by the U. S. Bureau of Census; the place of these key markets in our system of distribution, and how they influence the major part of the country's business. Statistics are included for population, income, automobiles, radios, bank deposits, telephones, retail trade broken into sixteen classifications. Maps are also shown giving the boundaries of each market, location of the central city, and the adjacent towns.

Information is also given regarding the use of outdoor advertising in each market, including the population reached, the number and location of towns in which poster locations are available, and the cost per month and per day of representative 24-sheet poster coverage. A supplementary list shows cities in which painted displays are available, with their cost per month and numbers of different type spaces in each city.

A strictly limited number of these books—271 pages, bound in leatherette cover—is available to executives placing national advertising. Requests should be directed to C. D. McCormick, Outdoor Advertising, Inc., 1 Park Avenue, New York City.

### Advertising in the World's Greatest Market

For years the annual Data Book of the New York Sun has been used as a reference guide to advertising and newspaper reading habits in New York and its market area. Dwelling at great length on the Sun itself, its editorial policy and content and circulation, the book frankly shows material both pro and con on the Sun's leadership. A very complete analysis of advertising in all classifications shows how national advertisers and local advertisers use

the Sun columns, as a guide to current and future appropriations. It is a complete record of the volume of advertising published in 1933 by each New York newspaper in all classifications. To those who are familiar with the study, no further description is needed. To any sales and advertising executives who have not received this study, and who are interested in the New York market, the book should be most valuable. Write George Benneyan, promotion manager, the New York Sun, 280 Broadway, New York City.

### Radio Responsiveness in the New York Market

WOR, New York's leading independent station, offers advertisers a guaranteed service area, based on a mail analysis proving actual "listenage." In a market as large, and yet as competitive for excellent radio fare as New York, this item plus the many case histories of advertising response shown in the booklet, "Radio's Most Responsive Audience," should be of more than usual interest to radio and near-radio advertisers. Case histories showing response and sales increases include such features and products as Broadcast Corned Beef Hash, and its morning gym class; Kreml Hair Tonic and its Nell Vinick Beauty Program; Jean Abbey's shopping program in behalf of New York department stores and the Woman's Home Companion; Uncle Don's comics and I.V.C. Pearls; and 21 others. Address WOR, 1440 Broadway, New York City, attention Al Rose, promotion manager.

### Are You Interested in Air Conditioning?

Two studies on the subject of air conditioning should be of interest to executives whose business progress is in one way or another linked with this industry.

"Looking Forward With Air Conditioning," a presentation of the practical use and the promise of air conditioning in business, is an illustrated booklet reprinting recent articles on the subject from System

and Business Management. It shows actual installations in business offices and buildings, with resulting advantages in rentals or business. Address the Chicago (520 North Michigan Avenue), or New York (330 West 42nd Street), offices of System and Business Management.

A "Bibliography of Information on Air Conditioning" has just been published, in its third edition, by the U. S. Department of Commerce. Shows trade associations, institutes and societies interested in air conditioning, magazine articles, foreign magazine references, government reports available, addresses, books, pamphlets, etc., and anticipated literature on the subject. Is number 1383. Address Claudius T. Murchison, Director, U. S. Department of Commerce, Washington, D. C.

### The Oklahoma City Market

Station WKY, Oklahoma City, has published a field intensity survey defining its 26-county listening area, and mapping that area, which accounts for some 50 per cent of the state's buying power. Write the station, or the E. Katz Special Agency, representatives, 500 Fifth Avenue, New York City.

### ADVERTISING EXPERIENCE FOR SALE

Widely experienced advertising man. Fifteen years in field. Versatile. Background includes managerial, copy writing, layout, make-up, typography production and selling, both locally and on the road. Capable of taking full charge or ably assisting.

SALES MANAGEMENT  
Box 409 420 Lexington Ave., N. Y. C.

### Personal Service and Supplies

Classified Rates: 50c a line of seven words; minimum \$3.00. No display.  
Cash Basis Only. Remittance Must Accompany Order.

#### EXECUTIVES WANTED

**SALARIED POSITIONS \$2,500 to \$26,000.** This thoroughly organized advertising service of 24 years' recognized standing and reputation carries on preliminary negotiations for positions of the caliber indicated, through a procedure individualized to each client's personal requirements. Several weeks are required to negotiate and each individual must finance the moderate cost of his own campaign. Retaining fee protected by a refund provision as stipulated in our agreement. Identity is covered and, if employed, present position protected. If you have actually earned over \$2,500, send only name and address for details. R. W. BIXBY, Inc., 118 Delward Bldg., Buffalo, N. Y.

#### POSITION WANTED

Being NEITHER YOUNG NOR BEAUTIFUL, I concentrate on being useful (vide Ben Franklin). Have been a trade paper editor for years, and now

a free lance in search of work. Can write forceful and lucid English. Will prepare folders, booklets, catalogs, sales literature, at modest prices. Am competent and dependable. Can cover all details. Inquiries imply no obligation whatever. Frank W. Kirk, Room 1632, 333 N. Michigan Ave., Chicago. Phone: State 1266.

#### TROUBLE SHOOTER

IF YOUR SALESMEN TAKE CARE OF DEALER complaints, then you need a TROUBLE SHOOTER! Because such calls are not only time consuming, but more often than not, hurriedly made, in the salesmen's desire to get back to their job of selling. And if your TROUBLE SHOOTER had experience in sales-promotion and advertising; if he could sell merchandise—as well as service—you would find him an asset, wouldn't you? Age 38—married. At your service—Box 406, SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

### PHOTOSTATS

#### COMMERCE PHOTO-PRINT CORPORATION

1 WALL STREET

233 Broadway 56 Pine St.  
80 Maiden Lane 33 W. 42nd St.  
Dlgbly 4-9135-6-7-8

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, EN

### GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

# C o m m e n t

**AGENCY COMMISSIONS:** A good many advertising agents and publishers await with some "fear and trembling" the results of the study on agencies being made by the Association of National Advertisers. The report is not due for release until November. Meanwhile, at the meeting of ANA held in Chicago this month, Lee Bristol forecasts "The great strength and value will lie in its fairness to all parties concerned—advertising medium and advertising agent as well as advertiser." Nowadays "big sticks" and dynamite do not seem to count as much, even for the party-of-the-first-part, as investigations which are truly devoid of prejudice and partisan approach. Evidently ANA knows this. Its agency study, therefore, gives much promise of proving illuminating and at the same time *useful*.

**CONGRESSMAN WEIDEMAN INNOVATES:** Every business executive ought to read a copy of H. R. 9655, recently introduced into the House of Representatives by Congressman Weideman of Michigan. It is a bill designed "To regulate traffic and trade, protect small business houses and industry, promote orderly marketings, encourage individual initiative, decentralize business, and give the consumers the benefit of free competition denied them by chain ownership and operation, holding companies, and interlocking directorates." When it comes to New Deals on the Republican side, this bill is a startling one in many respects. . . . Among other things, it seeks to confine (through a license system) businesses doing over \$100,000 gross per annum *exclusively* to either (a) manufacturing, (b) wholesaling, or (c) retailing. . . . It prevents utilities from selling merchandise. . . . It permits super-sized business when the business house is employee-owned or employee-controlled. It permits manufacturing on a cooperative basis by farmers where the ownership of farms contributing produce is finely divided. . . . It compels uniform prices, terms, discounts, etc., regardless of quantity purchased from any given manufacturer, wholesaler or retailer, but gives each freedom over the determining of its uniform price. . . . It sanctions "chiseling and cut-throat prices" with a view to making competition the life of trade and with a view thereby to benefitting and protecting the consuming public. . . . Exclusive retail outlets are permitted; canvassing by trucks is limited to a few well defined lines. Interlocking ownership of manufacturing, wholesaling and retailing enterprises is tabooed. So much for a sample of what this bill is all about. We recommend it be given attention, not so much because it is apt to be adopted quickly for interstate commerce, as because in certain sections at least it involves problems and issues with which business men may be forcefully confronted in the near future on a code, intra-

state or even local basis. In other words, like the Tugwell Bill, its chief significance lies in the concrete picture which it gives of the trend of thinking in certain quarters.

**SIMPLIFICATION VERSUS REGIMENTATION:** As predicted in the columns of this magazine, the swing towards simplification is already under way at Washington. It is visible not only in the most recent attitude toward the proposed AAA amendments, the pending rehashing of the Wagner Labor Bill and the compromising now in process on the proposed housing law, but also and more specifically in such instances as (a) the decision on the part of NRA to avoid further price control regulations and to alter existing price-fixing regulations where the facts warrant reconsideration; (b) executive order permitting the use of premiums on a blanket basis for all future codes and on an open-to-revision basis for all existing codes, and (c) the withdrawal of NRA jurisdiction over the so-called service trades. To our way of thinking this is a healthy development. It indicates that the Administration does not propose to live and die in the world of idealistic theory. It demonstrates that after having spent upwards of a year in making up the basic principles of the so-called New Deal, the Administration proposes currently to check the working out of these principles on a practical, which is to say a realistic, basis. . . . It seemed impossible that new legislation of the type championed by President Roosevelt could prove perfect in all details. This is not an insurmountable defect but, if in the light of actual experience, it developed that the Federal Government proposed to force strict adherence to the letter of its laws, regardless of their soundness, equity and practicality, the business men of America would have great justification for alarm over such matters as dictatorship, regimentation and Brain-Trust socialization of business. But with the Federal Government manifesting (as it is now doing) a firm resolve to remedy defects quickly and to simplify on broad principles rather than to get things so complicated as to render administration impossible, it looks as if business can work hand in hand with the government on a basis of increased mutual confidence. Even on the major issues which concern business executives—revision of the Securities Act, maintenance of the profit system and rejection of the closed shop—it looks as if organized business pledged to fair play in seeking an extension of employment and an expediting of recovery can accomplish more by working closely with President Roosevelt than by open belligerency against certain of the "pink thinkers" who seem to be losing caste on a rapid basis both in and outside of "the Capitol of the Democrats."

*Ray Bill*



# Magazines Read in Automobile Owning Families

*An Unpublished Supplement of the Ross Federal Surveys*

**I**N April Ross Federal Service investigators called on 1506 Automobile Owners (middle class homes or better, with private garage) in these 12 cities:

Baltimore	New Haven
Boston	New Orleans
Charlotte	Philadelphia
Charleston	Pittsburgh
Memphis	Richmond
Newark	Rochester

The Ross men were instructed to get the answer to "What current magazines are in your home at the present time?"—not merely by *questioning* the automobile owners, but by actual inspection of the magazines mentioned.

## THE COMPLETE RESULTS ARE:

Sat. Evening Post . . . 550	Harper's . . . . . 64
<b>LIBERTY</b> . . . . . <b>497</b>	McCall's . . . . . 44
Collier's . . . . . 385	Pictorial Review . . 42
Literary Digest . . . 238	Reader's Digest . . . 29
American . . . . . 227	Delineator . . . . . 27
Time . . . . . 199	Photoplay . . . . . 27
Cosmopolitan . . . 190	Vogue . . . . . 22
Good Housekeep. . . 148	National Geog. . . . 21
Ladies' Home Jour. 126	True Story . . . . . 21
Red Book . . . . . 120	Fortune . . . . . 21
Popular Mechanics . 88	Vanity Fair . . . . . 18
Woman's Home	New Yorker . . . . . 17
Companion . . . . . 74	Country Gentleman . 16

**A**NOTHER recent investigation, made by The William C. Keenan Co. for Liberty Magazine, checks closely. 100 recent new Buick buyers and 100 new Plymouth buyers were individually questioned on what magazines were read in their homes.

● 30.6% of the new Plymouth homes reported "we read Liberty."

● 39.0% of the new Buick homes reported "we read Liberty."

These facts are being closely analyzed by automobile advertisers, if increased automotive line-age in Liberty is a criterion.

Since January 1, 1934, Liberty has carried the advertising of eight automotive accounts. They are:

Chrysler	Plymouth
Dodge Bros.	Pontiac
Gen. Motors Cons. Research	Studebaker
Oldsmobile	Buick

In the automobile accessory field, Liberty is carrying—

The Texas Co.	Goodrich Tires
Ethyl Gasoline	Bowes Seal Fast Corp.
Pennzoil	Covite Mfg. Co.
Quaker State Oil	RCA Auto Radio
Philco Auto Radio	

And for further evidence of Liberty's ability to sell all classes of merchandise profitably, consider:

● 86 new accounts have selected Liberty during the past six months.

● Liberty advertising revenue for June is up 62%.

● Liberty continues to lead all weekly magazines in total newsstand sales.

## LIBERTY MAGAZINE

420 LEXINGTON AVENUE, NEW YORK

# THE FACTS OF WOMEN



**LEADERSHIP!** Because it produces greater results, Chicago department stores (Loop and outlying) during the first five months of 1934, placed more advertising in the Tribune than in any other Chicago newspaper.



**REACHING MORE WOMEN**, the Tribune carried, in the first five months of 1934, 45% more women's clothing advertising from department stores (Loop and outlying) than the second Chicago newspaper.

● Diverse as women may be as individuals, their reading habits are strongly marked by one common characteristic. No matter what test you apply—circulation analyses, advertising lineage reports—the result is the same. More women read the Chicago Tribune than read any other Chicago newspaper. Their de-



**BECAUSE WOMEN RESPOND** in greater numbers to advertising in the Tribune, department stores during the first five months of 1934, placed practically as much toilet goods and drugs advertising in the Tribune as in the two leading afternoon newspapers combined!

cided preference for the Tribune makes it the foremost women's medium in Chicago.

If your advertising must get the attention and response of women in this market, the Tribune is your logical medium. A representative will be glad to give you the complete facts.

**CHICAGO TRIBUNE**

THE WORLD'S GREATEST NEWSPAPER



